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Kellogg's

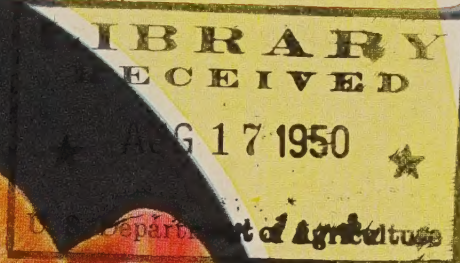
FAMOUS FLOWERS
& How to Grow Them

Fall 1950

Morocco
Beauty



Chappaqua



New Happy Hunting Ground Tulips

These are all beautifully colored Breeder varieties, with the characteristic metallic beauty of Breeders. Six varieties with Indian names as follows:

CHAPPAQUA. (Above right.) Violet-rose, edged with carmine.

DELAWARE. Light magenta-red, edged with bronze-orange.

MANITOU. Carmine, orange edged.

PONTIAC. Mahogany, shaded golden yellow.

SAGINAW. Deep magenta-red, edged with orange.

MOROCCO BEAUTY. Beautiful blending shades of bronzy sheen, like picture above left.

PRICES, 11-12 cm. Bulbs:

2 for	\$0.70	12 for	\$2.75
4 for	1.12	18 for	3.90
6 for	1.53	24 for	4.95

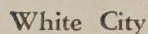
Special!

2 of each, 12 in all. Total value, \$4.20.

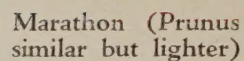
ALL \$2.65
12

Kellogg Co., Rm.

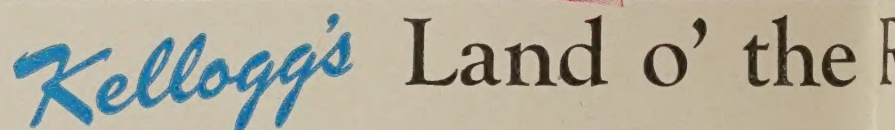
Three Rivers, Mich.



White City



Marathon (Prunus
similar but lighter)



Kellogg's Land o' the R

Here are the world's most beautiful Tulips, and we furnish them to you in highest grade, 11-12 cm. imported Dutch Bulbs, direct from Holland, Europe. All will produce maximum blooms the first spring after planting.

MARATHON.

BLUE GIANT. (Lower left).

Large Darwin. Nearly blue-violet. 28 inches. Midseason.

CAMPFIRE. (Right above).

Darwin. Well named—flaming red, the kind you love so well.

CITY OF HAARLEM. Amazingly beautiful; fiery cardinal-red. Decidedly outstanding. Flowers immense with large, blue-black base, edged white. About 21". (Darwin).

CORDELL HULL. (Right). Rembrandt. Tall, strong, beautiful. Like a pretty red and white flame.

ELMUS. (Left). Large Triumph. Beautiful cherry-red, narrow, creamy white edge.

KING MIDAS. (Right above). Large Cottage. Pretty lemon-yellow. 28 in.

MARATHON. (Hybrid Darwin). (Above). Beautiful raspberry-rose, large blooms. Sturdy stems. Rare. To our knowledge listed by only one other grower.

PRIDE OF ZWANENBURG.

Like Prunus, but more radiant. Huge. 32 in.

PRUNUS. (Above). Large Darwin. Adorable clear pink of unusual hue.

WHITE CITY. (Above left). Large Cottage. Beautiful clear white. 30 in. Early.

BLACK GIRL. (Lower right). Darwin. Sparkling like Burgundy wine. Brings out the scintillating brightness of your yellows and pinks by waving its darkly mysterious beauty between them.

You should have the following varieties, though not shown:

DILLENBURG. Darwin. Beautiful golden yellow, edged with apricot.

RHINELAND. Darwin. Bright crimson-red, edged with yellow.

CHARLES NEEDHAM. Large Darwin. Beautiful flaming scarlet. Petals bordered lovely yellow. Grows 24 inches. Midseason.

R. M. Kellogg Company



Campfire
(City of Haarlem
similar)



King Midas

Rainbows Tulips

PRICES

(Imported Dutch Bulbs)

1 for \$0.20	8 for \$0.90
2 for .30	12 for 1.30
3 for .40	18 for 1.90
4 for .50	24 for 2.50
6 for .70	50 for 5.05
100 for \$9.95	

Bargain!
MIX

You get 4 each of the 14 Tulips listed here, plus 4 improved Red Emperor; or 4 Belle Jaune; total 64 bulbs, value \$7.71. See page 4 for Red Emperor and Belle Jaune.

You receive all for only **\$5.99**



Cordell Hull

Bargain!

50 for **\$4.39**

Here's where you save money. If you want varieties from these pages, but will leave the choice to us, we will send you 50 in full variety of colors

FOR ONLY **\$4.39**

Beautiful Black Girl Tulip Collection . . . 36 Bulbs \$2.99

For striking effect, plant Black Girl Tulips with bright yellows, pinks, and whites. Here's a group that will do it, at low cost. 36 fine bulbs, including 12 Black Girl; the others, 8 each of white, yellow, and pink, our choice.

This way you get **All 36 for only \$2.99**



Black Girl

Three Rivers, Mich.



Belle Jaune

(Darwin)

The most richly colored Indian-yellow Tulip in existence, and marvelously beautiful. Just as amazing in its coloring, as the now famous Red Emperor is in its. It seems impossible to show its rich coloring, but it is truly a prize. Blossoms egg-shaped, as shown. Stems strong, erect, about 28 inches tall. Blooms with the Darwins.

PRICES:

3 for \$0.55	6 for \$0.90	18 for \$2.40
4 for .65	12 for 1.65	24 for 3.15

Special!

You may have either 8 Belle Jaune or 8 Improved Red Emperor in a Bargain Mixture. See page 3.

**Early! Early!
Early!**

Red Emperor blooms with your Hyacinths.

Big! Big!

The Largest Tulip known.

Envy! Envy!

Red Emperor will arouse more envy and admiration for your garden than any other flower.

RED EMPEROR

Large, Botanical variety; blazing vermillion-scarlet. 18 in. **PRICES:** 10-11 cm. 3 for \$0.57 12 for \$1.85 4 for .71 18 for 2.67 6 for .99 24 for 3.55

How to Grow Them

By S. F. Beatty and Nursery Staff

Kellogg aims not only to furnish you with the highest quality nursery stock, but to give you the best of information and service, hence these planting and growing instructions. We have made them as complete as possible, but if you do not find the information you want in this book, write us.

Meet Mr. X — The Man with the Beautiful Garden

We know a man whose garden is the envy of all others. His Roses are always more beautiful, his Delphiniums taller, more stately and exquisitely colored, his "Mums" a brilliant, dazzling autumn display, his perennial border is a sight to behold. And, with his Tulips, Hyacinths, Crocuses and Daffodils, he has them all beat a "thousand ways from Sunday."

People drive by just to gaze at his flowers. They walk by, and call him on the phone; and, in driving by, they have even had near-accidents, because that beautiful garden was so fascinating.

Yet his gardening conditions are no better than others, and he has no more native gardening ability. He simply follows the few easy rules, and it takes so little more of his time and energy than others spend, that it is amazing that he is so far ahead of them. Oh, yes, there are other good gardens, but they are not as good as Mr. X's.

For one thing, he buys his planting stock carefully; while some others seek the bargains. Here's an advertisement with a guarantee, and the prices are so ridiculously low that it should immediately breed suspicion. Yet the ad is cleverly written, and out go the checks and money orders, and in due time in come the bulbs. But my, what mammoth bulbs they are! We wish you could see them! Our tongue is in our cheek of course, when we say that. "Surely" the man says, "Those bulbs will not bloom this year." And he is right, because a Tulip, Hyacinth or Narcissus bulb is merely a little protective home which houses inside a complete though miniature flower plant. And, if the bulb is only marble size, how can it ever hold a plant of any vigor?

Now IMPROVED Red Emperor

Here's a surprise for you. We didn't expect we could offer this new and better Red Emperor until next year but . . . here it is! Still bigger and better than the Red Emperor at left. Larger flowers, greener more beautiful foliage, and, Oh! so beautiful! Order Improved Red Emperor for a Happy Surprise. **PRICES:** 10-11 cm. imported bulbs, 2 for 65c; 3 for 90c; 4 for \$1.15; 6 for \$1.65; 12 for \$3.15; 18 for \$4.65; 24 for \$6.15.

or? Remember that plant must, in the spring, push its way first out of the bulb, and then up through the soil to the open air and sunshine that will make it grow—a really considerable task.

Further, the planting rule for bulbs is that the depth must be approximately four to five times the diameter of the bulb. Accordingly, these tiny bulbs would be planted shallowly, and what about these cold, freezing winter days ahead? Now which bulb has the best chance for survival, the little fellow which is planted very shallowly, or the big sturdy fellow planted about six inches deep? **The big fellow will survive**, of course, but heaving may throw the little one out of the soil altogether, and there you are; nothing for your time and trouble.

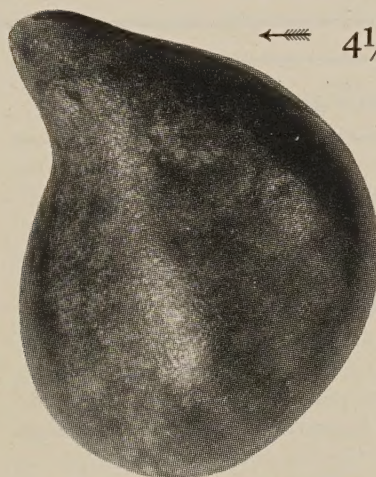
So—here is the first requirement for a gay spring garden. **Plant only the best bulbs from the best nurseries.** You will then get bulbs of real blooming size.

Note: You may wonder about Scilla, Chionodoxa and other small bulbs, which should be planted shallowly, according to the rule. The answer is that these bulbs are planted to a deeper depth proportionate to their diameter than Tulips, Hyacinths and Narcissi, and then too, they seem to have their own peculiar mechanism for survival.



← 2 1/4-Inch Tulip Bulb

2 1/4 inches sound big; but here's what a 2 1/4-inch bulb will look like. Rather small, isn't it? And wouldn't you be disappointed to receive bulbs like it? Not much chance for bloom for several years.



← 4 1/2 to 5-Inch Bulb

This is a 4 1/2 to 5-inch bulb (11 to 12 cm.), the best size for most Tulips, such as the Darwin varieties. In buying bulbs, remember that diameter is approximately 1/3 of circumference for a round object. Bulbs being slightly flattened may look larger than that.

We furnish all 11-12 cm. bulbs, excepting for a very few varieties whose bulbs do not get that large or as otherwise specified.

(Continued on page 6)

Double Special!

Four each of the 7 Double Tulips described at right, 28 in all, yours for only

Special Price
\$3.29

Rocket

An amazingly beautiful flower, darkly rich in coloring, wonderful deep red as shown, and beautiful in shape. The newest addition to our list of Tall Double Tulips.

PRICES
Below.

→	
Rocket	
3 for	\$0.53
4 for	.65
6 for	.90
12 for	1.65
18 for	2.40
24 for	3.15



Kellogg's

Peony Type Tulips

These are TALL GROW-

ING varieties—no dwarfs—and they really look like gorgeous Peonies. Immense flowers, 5 to 6 inches across. Midseason: bloom with the Darwins.

EROS. A fluffy pink beauty that you'll adore.

COXA. Brilliant red, your favorite color.

BONANZA. This carmine-red double edged with yellow really stampedes our customers. Order yours early.

PRICES: Coxa, Eros, Bonanza.

3 for	\$0.45	12 for	\$1.35
4 for	.55	18 for	1.95
6 for	.75	24 for	2.55

MT. TACOMA. Fine, virgin white, sweet and pure.

PRICES:

3 for	\$0.53	12 for	\$1.65
4 for	.65	18 for	2.40
6 for	.90	24 for	3.15

SYMPHONIA. This is a double Pride of Haarlem—an excellent recommendation. Beautiful carmine-rose. Very striking.

ROYAL YELLOW. Large, golden yellow. 24" tall—new! Very fully double.

PRICES: Symphonia, Royal Yellow

3 for	\$0.60	12 for	\$1.95
4 for	.75	18 for	2.85
6 for	1.05	24 for	3.75

All Double Tulips Imported

Eros



See Special at Left.

Parrot Tulips..

Swashbucklers

These brilliant fellows almost seem to swagger at their own rich display—but they are indeed beautiful, and have a right to be proud. You'll love their brightness and pomposity.

All bulbs offered are highest quality imported genuine European Dutch grown.

Red Champion

(Left)

There's no such thing as a dull day when this bright fellow is around. My, doesn't he seem to blaze! Height 22 inches. Blooms large. Midseason.

PRICES: 3 for 60c; 4 for 75c; 6 for \$1.05; 12 for \$1.95; 18 for \$2.85; 24 for \$3.75.

Red Champion

Blue Parrot

(Below)

This is the most modest of all the Parrots. In fact, were it not for his gay ruffles, he could be called demure. The picture tells a lot about him, so why should we bore you with words.

PRICES:

3 for	\$0.45
4 for	.55
6 for	.75
12 for	1.35
18 for	1.95
24 for	2.55

Blue Parrot

Black Parrot

(Not shown)

A deep blood-red, black-hearted fellow, and a hale and hearty color. Plant with your Sunshine Parrots for striking effect.

PRICES: 3 for 51c; 4 for 63c; 6 for 87c; 12 for \$1.59; 18 for \$2.16; 24 for \$3.00.

Kellogg's Famous Flowers

Tulips, Narcissi, Hyacinths

Kind Of Soil Required

These will get along in most any soil, providing it is well-drained. That is the big essential. Some say that they like a rich, sandy loam, but most any soil will do with drainage.

By well-drained soil, we do not mean soil which allows the water to run off readily at the surface. We do mean soil into which the water seeps readily. In other words, you should have sub-surface drainage. The chances are that your soil is suitable in this respect, but you will find full instructions for providing drainage in the following instructions.

Soil Preparation and Drainage

Tulips, Hyacinths and Narcissi require little care, but they will respond to proper soil preparation by providing flowers that will bring forth exclamations of delight from your friends and neighbors.

And, if your soil seems to need drainage, you can prepare for it while preparing the soil. Simply dig a trench for the bulbs about four

R. M. Kellogg Co.,

Those Gay of the Garden

Orange Favorite

(Right.)

Words fail us when we try to describe this blinding beauty. We're afraid, too, that the picture is hardly adequate. Why don't you order a few, and see how amazingly it will brighten your garden? **PRICES:** 3 for 60c; 4 for 75c; 6 for \$1.05; 12 for \$1.95; 18 for \$2.85; 24 for \$3.75.

Sunshine

(Not shown.)

A good name, Sunshine, 'cause this golden yellow fellow will really brighten your garden. A large-flowering beauty. **PRICES:** 3 for 82c; 4 for \$1.05; 6 for \$1.49; 12 for \$2.83; 18 for \$4.20; 24 for \$5.50.



Orange Favorite

Bargain!

Order this Bargain to save most money. All Parrot Tulips—all selected from these 2 pages but our choice. At least 4 different varieties. **BARGAIN PRICE 24 for \$2.69**

Order of
R. M. Kellogg
Company,
Three Rivers,
Michigan

And How To Grow Them

or five inches deeper than planned for planting depth. Then fill the trench with clean, loose sand, until the level of the sand is at the proper planting depth below the normal surface of the soil. Very fine gravel or cinders will do in place of sand, but peat moss is forbidden.

Proper planting depth is four to five times the diameter of the bulb, unless your soil is heavy. In that case, four times the diameter is about right. And, while you are at it, you might as well provide another important factor: fertility. After digging the trench, add a layer of good fertilizing material, such as well-rotted stable manure. Next, on top of the fertilizer, add a layer of sand, or other separating material, and then set your bulbs on top of the sand.

The old reliable stable manure is one of the best of fertilizers, but do not place it next to the bulbs. Plant as above outlined, when stable manure or other animal fertilizers are used. Spread it about two inches deep.

In any event, do not use fresh stable manure, as it will generate heat, which will severely damage the bulbs, in spite of a separating layer of sand. **Let's emphasize this again: do not use fresh manure in the trench.**

(Continued on page 8)

Fantasy

The petals of this gay beauty are bright pink, faintly streaked with a lighter shade; and to add the fantastic touch, a splotch of green appears here and there. The inside of the petals, rich red. Blooms from 5 to 6 inches when fully opened. **PRICES:** 3 for 50c; 4 for 61c; 6 for 85c; 12 for \$1.55; 18 for \$2.22; 24 for \$2.95.

Fantasy

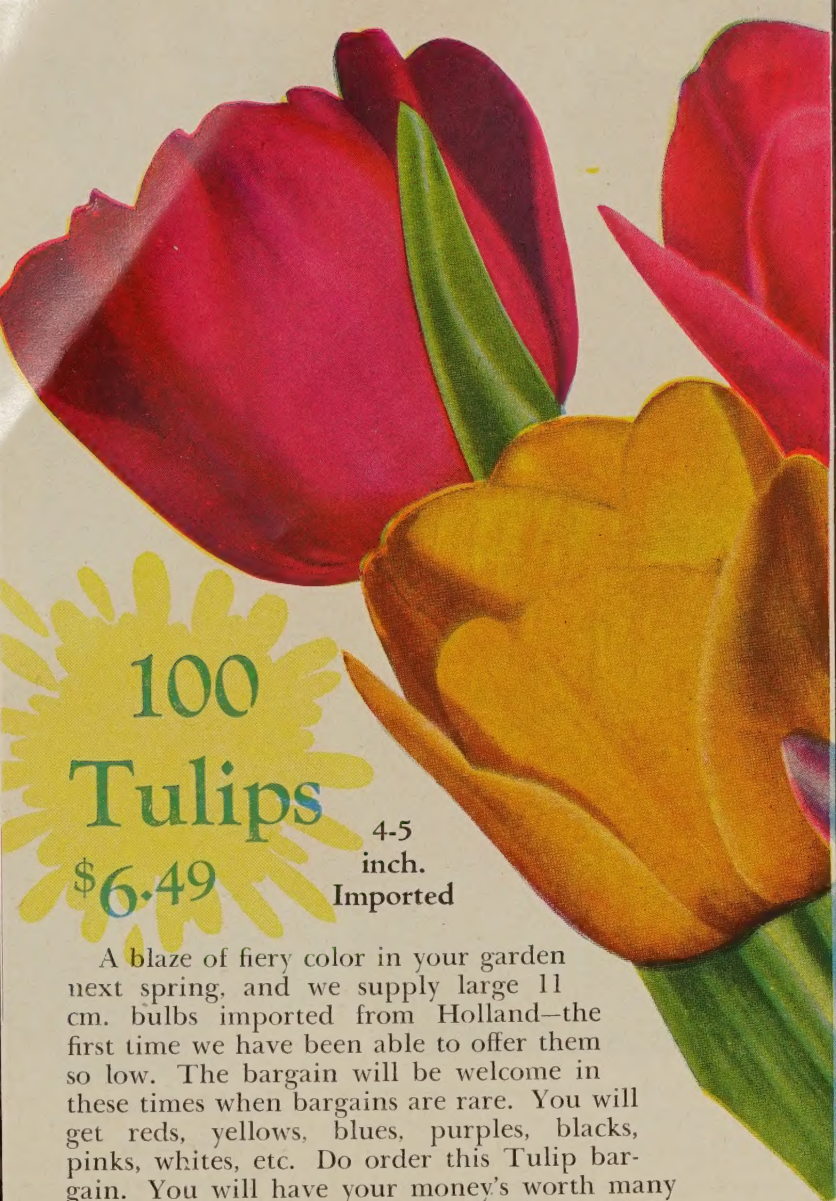
Parrot Special

4 each of the Parrot Tulips shown on these two pages, 24 bulbs—total value, \$4.34.

Special Price \$3.19



Three Rivers, Mich.



100 Tulips

\$6.49

4-5
inch.
Imported

A blaze of fiery color in your garden next spring, and we supply large 11 cm. bulbs imported from Holland—the first time we have been able to offer them so low. The bargain will be welcome in these times when bargains are rare. You will get reds, yellows, blues, purples, blacks, pinks, whites, etc. Do order this Tulip bargain. You will have your money's worth many times over. **PRICES:** 50 for \$3.69; 100 for \$6.49; 200 for \$12.77.

Special

The 100 Tulips above and the 15 Hyacinths below, both collections

FOR ONLY \$7.97

Hyacinths

15 - \$1.69

White—Pink—Blue

Another rare bargain—large 6" Hyacinth bulbs. And, in the favorite colors—white, pink, and blue. These bulbs too, are imported from Holland, vigorous and healthy. Only a fortunate circumstance enables us to make you this fine offer, and the supply is limited, so—

ORDER EARLY.

PRICES:

15 for \$1.69

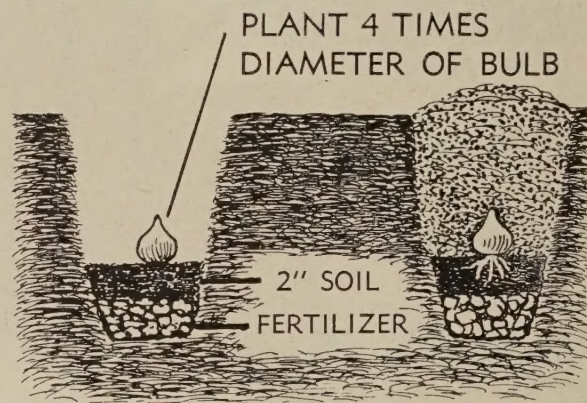
30 for 3.29

NOTE: These bulbs are all 6 inches around or more, or approximately 2 inches across. **Imported.**

How To Grow Them

How does the fertilizer benefit the bulbs under such circumstances? Answer: The feeder roots of the bulb go down through the sand, reaching the fertilizer after passing through the separating layer. Then it will do no damage, but will serve as a nourishing ration for the bulb. Really, we recommend this method of using fertilizer in the trench in any event, as Dutch bulbs always respond beautifully to this extra feeding.

But, if you really feel that your soil is sufficiently fertile, and if it is well-drained, you need not bother with a foreign material for drainage. Simply spade your soil and work it thoroughly to a depth of about 12 inches, then put part of the soil back in the trench, set your bulbs and fill in with the rest of the soil.



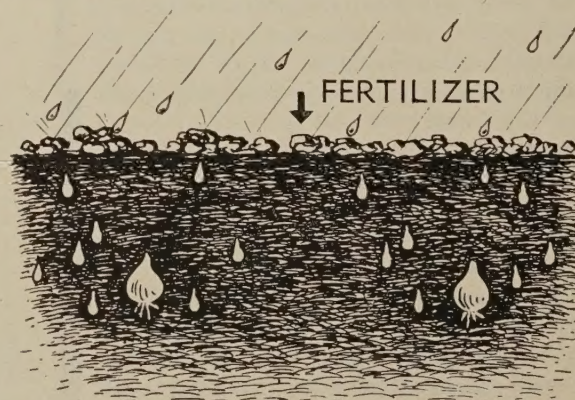
The drawing above shows how to first dig the trench, then fill in the fertilizer and separating soil, set the bulb, and finally fill in afterwards.

Of course, if stable manure cannot be obtained, a good slow-acting commercial fertilizer, mixed directly into the soil, can be used. Coarse bone meal is best for fall use, three to five pounds per hundred square feet of soil.

If you have a really heavy soil, you can dig deeper than shown, perhaps six or eight inches deeper than bulb is to be set. But, before laying down your fertilizer, put down a layer of loose sand or other porous material, two to three inches deep. Then add your fertilizer, and another layer of sand, then your bulb. This is done to give extra drainage, and yet keep the fertilizer within reach of the bulb.

Fertilizing After Planting

Now you will want to know whether or not you should fertilize after planting, and how. Usually, the answer is no, if you have fertilized at planting time. But if you did not fertilize then, apply well-rotted stable manure on top of the ground after the bulbs are planted.



The drawing above shows how to apply fertilizer on top of the soil. The leachings from the manure are carried down into the ground by the rain, melting snows and water from your garden hose. The bulbs will greatly benefit from these leachings.

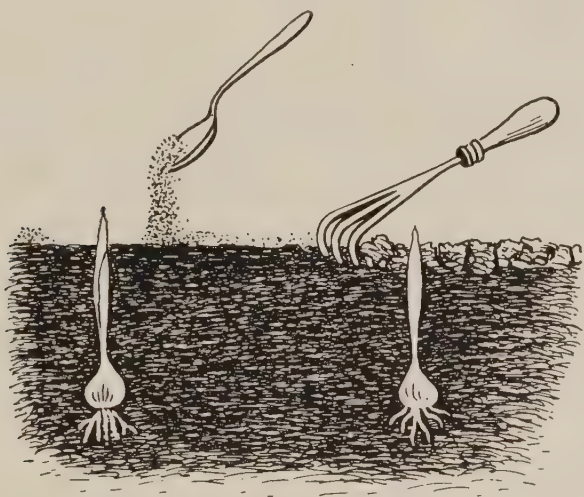
Kellogg's Famous Flowers

This is one place where fresh stable manure can be used, and if you can obtain only fresh kind, then do put off your fertilizing until after the bulbs have been planted. The manure is so well separated from the bulbs, and so well-exposed to the open air, that it cannot possibly burn them.

You can also use cow, sheep and pig manure in this manner, and if they are mixed with strawy material, you will be mulching at the same time that you fertilize. Do this type of fertilizing after the first freeze in the fall.

WE WARN DEFINITELY AGAINST CHICKEN MANURE. It is exceedingly rich in nitrogen, and even when sparingly used, is likely to burn the bulbs. Do not use it.

Many good commercial fertilizers can be applied after planting, but do not apply them until spring; reason, too rapid in their action for fall use. The best time to use commercial fertilizer is after the foliage comes up, but well before the bloom appears. You can then keep it away from the foliage, and since it is quick-acting, it will have plenty of time to reach the bulbs and benefit your flowers.



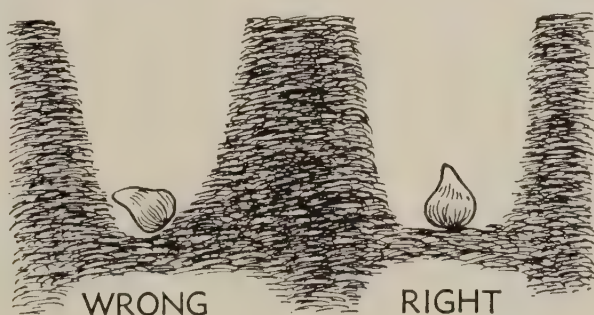
The illustration above shows the method of applying commercial fertilizer in the spring. It is here being cultivated into the ground before being watered in, thus preventing splashing of the leaves and possible burning.

Good dealers usually have the best formulas for you, and their advice is usually reliable. But, if the dealer does seem in doubt, ask for about a 4-8-4 formula. This is only moderately rich in nitrogen, and has ample phosphorous and potash. Phosphorous will develop a good root system, potash will develop stems and both together will benefit the flowers.

The reason for avoiding fertilizers too rich in nitrogen is that nitrogen promotes too much foliage, at the expense of the flowers, and if in great abundance, may burn the bulb or foliage.

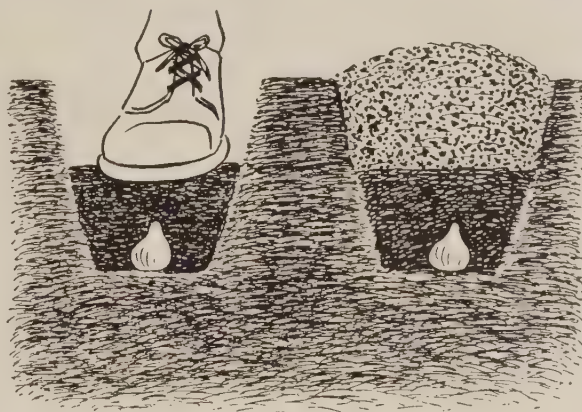
How To Plant

The actual planting of bulbs is simple. The only warning is: do not throw them into the trench haphazardly. There is a top and bottom to each bulb, and you always put them bottoms down. The picture below shows the right and wrong methods.



And How To Grow Them

Set each bulb in the trench individually, and perhaps press it slightly into the soil, to make it stand upright. The small, pointed end is the top.



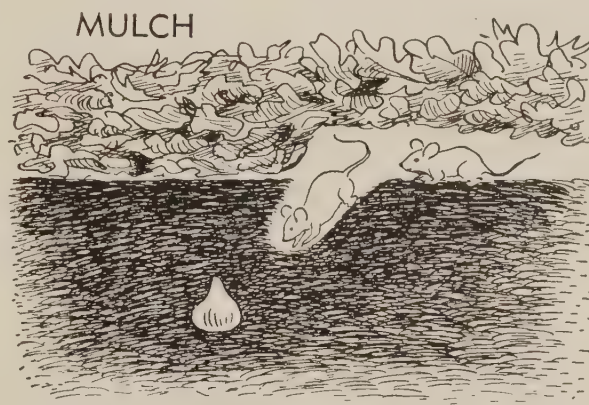
Next, fill the trench with earth, as shown above. Leave a slight mound to allow for settling; otherwise you will have a hollow.

Also, finally, press the soil firmly to eliminate air pockets. In fact, you may first fill in half the dirt, then press the soil with your feet, then fill in the rest, as shown in picture. Few things are more dangerous than air pockets, as they cause bulbs to dry out.

Time To Plant

It is impossible to say that your bulbs should be planted on any certain date, but naturally you plant later in the south than in the north. In the north, you must plant ahead of freezing, because planting would be very difficult after a frozen crust has formed. You could break through the crust, but who wants to go to that much labor?

Usually you can plant bulbs soon after you receive them. Some say plant as late as possible to avoid mice; but before the ground freezes, mice will more easily find other tidbits, much easier to get at than your planted Tulip bulbs, then after the ground freezes, they will have even more difficulty, and anyway they always seek a new inside home after the first freeze, and cease to be a hazard.



Mice are dangerous where mole runways are present, because the runways give them a nice, easy subway through which they can travel to the bulbs. They are also dangerous if you mulch too early, for then the mulching makes a nice cozy home for them, at the same time it protects your ground from freezing; and with other food made unavailable to them by freezing, they may be able to eat your bulbs. Mulch after the first freeze, and mice will seldom bother. See picture above.

Some say moles eat bulbs, and some say not. Anyway they can make things easy for mice, as just stated, and if the runways run among the bulbs, they may cause drying out with consequent casualties.

(Continued on page 10)

Kellogg's Famous Flowers

The one good reason against too early planting is that warm fall rains may start growth. Then bulbs will not come through the winter nearly as well as when dormant. Good planting time is about three to four weeks ahead of the first expected freeze.

Keeping Bulbs and Plants Until Ready To Set

You will likely receive your bulbs early, if you order them with perennial plants, which should be planted early. Naturally, neither you nor the nursery likes to divide your order. In that case, plant the perennials at once, and hold the bulbs until later. Avoid storing the bulbs where air currents can get at them, to avoid drying out. Simply open the box or container, and put it in a cool dark place. Also open any paper bags at the top.

Planting Arrangements

Not all people like the same types of display; hence this little chapter. You may like to plant your Tulips, etc. in beds. Others may prefer borders, and some may plant under shrubbery.

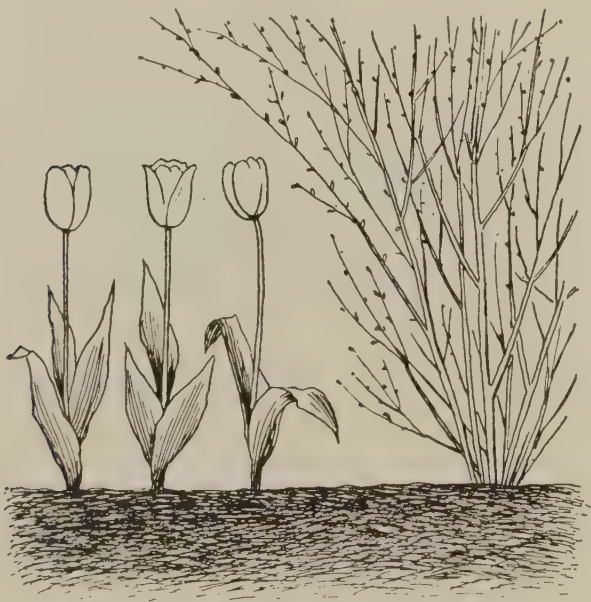
One of the nicest of all displays is the border, either in front of shrubbery, or at the edge of perennial plantings. Dig a trench, then set the bulbs. Borders give more display for your money than a bed.

Beds do present a variety of possibilities, however. You can have a round bed solidly planted to Tulips of all one color, or you can have a main color bordered with something different, according to individual taste. Beds may be greatly varied.

Under Shrubbery

Too many people overlook the fine possibilities of this method. There are two reasons for planting under shrubbery:

- (1) Many people can find room for Tulips, Hyacinths and Narcissi under shrubbery, who would not have room otherwise.
- (2) The method is exceedingly beautiful, especially with Tulips.



Tulips will bloom at about the time that the buds of your shrubs first develop green, partly opened leaves, and the effect of the Tulips among these delicate green color spots is wonderfully amazing. One sets off the other beautifully, and so we urge again: do not overlook under-shrubbery planting.

Don't

Michigan customers please add 3% to your order for Michigan sales tax.



We Pay Shipping Charges

If your order amounts to \$4.00 or more, we will pay the shipping charges as far east as the eastern borders of New York and to the Atlantic Coast south of there. We will also pay shipping charges as far west as the western borders of Minnesota, Iowa, Missouri, and Arkansas.

For orders smaller than \$4.00 within the above described area, please add 25c to pay postage and packing.

For Distant Territory, Add 4 %

East of the eastern border of New York, in other words, New England, and west of the western borders of Minnesota, Iowa, Missouri or Arkansas, please add 4% to your order to pay extra postage and packing. If your order in this distant territory is under \$4.00, please add 40c service charge.

We reserve the right to ship by the cheapest method, unless your express office is too far from you. Please give the town in which the nearest express office to you is located, if there is none in your town, and also give the distance of such office from you. A space is provided on your order blank for this purpose.

We will not ship express if such distance is more than 5 miles.

Michigan customers, please add 3% to your order for Michigan sales tax.

C.O.D.s will be accepted, but we do not pay the shipping charges on C. O. D.s, and the special gift for early ordering mentioned at right is not given.

R. M. Kellogg Co., Three Rivers, Mich.

Forget To Order

Order early, says our little Dutch girl, and she is right. The earlier you order, the better service we can give you.

Early

First, we can reserve the plants or bulbs for you, so that you will be sure of getting them at shipping time.

And second, orders are shipped in the rotation of receipt, as near as possible, for each part of the country, and hence, when your order is booked early, there will be no delay in shipping.

We will include a special gift plant or bulb with each order received here before Sept. 15. Gift will be our choice, but will be a plant or bulb of value.

When You Order . . .

Please write plainly and use the special order blank enclosed, if you have one. Also write your name and address on the outside envelope. These two forms are both part of our office system, and make proper handling of your order easy.

But, if you have no order blank or envelope, send your order anyway. We are always glad to have your orders, and will give you the best of service, in any event.

Send money by good safe means—no unregistered currency, please!

Have You Tried Bank Money Orders?

They are cheaper than postal money orders, and your bank probably has them. We like them here, too.

GUARANTY

We guarantee all Kellogg nursery stock to be of highest quality, healthy, true to name, and capable of producing fruit or flowers of exhibition quality and quantity. We also guarantee all stock to reach you in good growing condition—we will replace any that does not. Our motto is "Every Kellogg Customer a Satisfied Customer," and we will make every reasonable effort to fulfill the motto.

And How To Grow Them

Digging will not injure the shrubs, providing the bulbs are set the proper distance away. Plant them about 18 inches from the shrubs.

Naturalizing

Do this only with the very small flowers, like Scilla, Chionodoxa, Snowdrops and Grape Hyacinths. Tulips and Hyacinths in the lawn would interfere with mowing. Naturalizing is done occasionally with Narcissi where you want a wilderness effect, and where you do not mow the grass.

The method is simple. Simply dig a hole large enough and deep enough to set the bulb, place the bulb in the hole, fill up with dirt, replace the sod, and that is all. Apply fertilizer on top of the soil after planting. In the fall, if animal manure is used, in the spring for commercial fertilizer.

Try to avoid air pockets when planting. Make the hole big enough at the bottom, so the bulb can rest on soil, not on air. You may even make it larger at the bottom than at the top. You then loosen the soil, and make a better home for the bulb.

Do not follow a pattern. In naturalizing, set haphazardly, just as if the bulbs grew there of their own accord. Other methods of naturalizing are to plant the bulbs around the bases of trees or stumps, or along old fences.

Cultivation and Watering

Bulbs do not require much hoeing or cultivation. Anyway, do not hoe deeply. Just stir the top layer of soil gently. The frequency of hoeing is determined by the frequency of rainfall or watering.

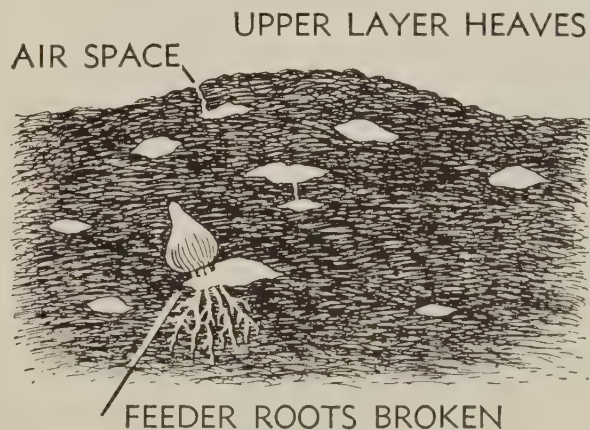
It is better to soak the ground thoroughly each time you water, and not so often, than to water only briefly and frequently. Brief waterings do not soak into the ground, but heavy waterings do.

Now allow time for the soil to dry sufficiently, then hoe, usually the next day. In any event, hoe as soon as a crust forms.

If you hoe too late after watering, your bulbs will suffer from loss of moisture, which will evaporate from the soil's surface. A loose top soil prevents evaporation.

Winter Care

Bulbs are very hardy, and usually survive the most severe winters, but you should give them some protection, not so much against sub-zero temperatures, but to prevent heaving of the soil.



The above drawing shows how winter injury occurs. During mild weather, melting snows or rains wet the top layer of

(Continued on page 12)

soil, then freezing causes it to expand and heave upward as shown. If this process is repeated several times, the tender feeding roots are torn as shown in the drawing, and the damage is fatal. Further damage is caused by the formation of air spaces, as shown in the illustration on page 11, and cracks often go to the surface of the ground, letting more air in. These cracks are also shown in the illustration.

Often bulbs will heave completely out of the ground by continued freezing and thawing. Mulching prevents these severe alternations of temperature, hence stops heaving.

Best materials: straw or coarse stable manure. Leaves can be used, but do not use too many as they pack closely, and may smother the bulb.

The best way to use leaves is to first lay down a network of twigs to prevent the leaves from packing, but if you can get the other materials, such as wheat, rye or oat straw, do use them instead. Marsh hay is also excellent.

The ground should be kept frozen, therefore mulch after the first freeze. Many people believe that mulching is done to prevent freezing, but the opposite is true. Mulch to keep the ground frozen. Freezing does the bulbs no damage; it is torn roots that cause winter injury. Usually only a light mulch is needed. Do not remove too soon in the spring.

IMPORTANT! Avoid mulching with stable manure for Narcissi. They usually die from it. It is good for Tulips and Hyacinths, but keep it away from the growing leaves. Pull it back in the spring, as soon as leaves appear, or rake off entirely to prevent any chance of injury.

Cutting and Picking Flowers

Many flower gardeners are torn between two desires: one, to have flowers in the garden; and two, to have them for house bouquets. Naturally, the flowers that are cut and brought inside are not in the garden, but still cutting really is a benefit to the bulbs when properly done. Reason: Much strength is lost from the bulb if flowers are allowed to remain, especially if they are allowed to produce pollen and seeds.



HOW TO CUT FOR BOUQUETS

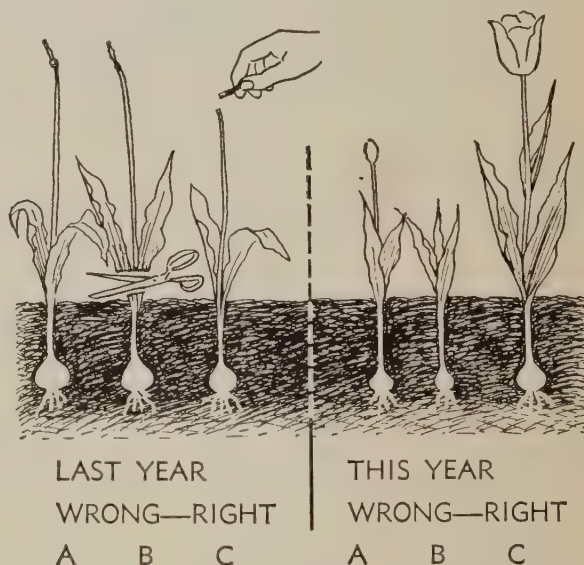
Note the position of the scissors ABOVE the foliage. Cutting the foliage is injurious; cutting as shown is beneficial. You should have cut-flower bouquets.

Cut flowers properly, as shown above, and you will have more and better flowers the following year. Let the flowers remain after they are past prime, and bulbs are weakened, with consequent loss of vitality and quantity of blooms the succeeding season.

Preparing For Next Year's Blooms

Even if you do not want bouquets from your Tulips, Hyacinths and Narcissi, you should cut them as soon as they have passed prime condition, and before seeds or pollen form, leaving the leaves untouched. Or, simply snap the bloom heads off with your fingers. There is no harder work for a plant than the production of pollen and seed, nothing more debilitating. Let past prime flowers remain, and you are due for disappointment a year later. Remove them, and your chances for a beautiful garden of second year's blooms are excellent.

Next, let the leaves die down, then remove them too, but not before. Follow the above instructions properly, and usually you will have several years' blooming from your bulbs.



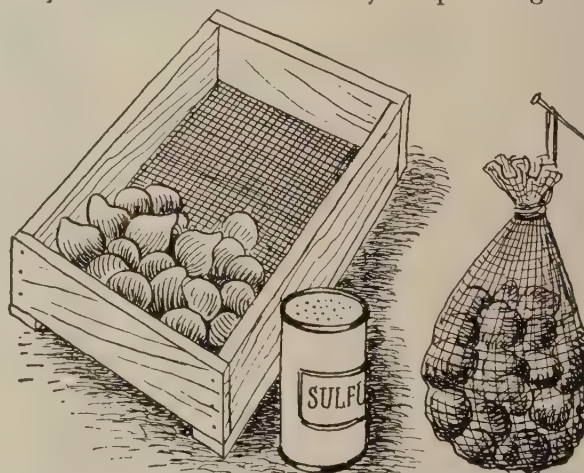
The drawing above shows right and wrong methods of cutting, and the results of both methods a year later.

Moving Bulbs

At times bulbs must be taken up, divided, and replanted. BUT—with good bulbs, properly planted, once every three years is usually enough.

Leave the bulbs in the ground just as long as they produce satisfactorily. But, as soon as blooms become small and inferior, take them up, divide them, and store until the following fall.

Immediately after digging bulbs, get them out of the sun and wind, then store in a cool, dry place, preferably dark, where they will "cure" and be ready for planting in the fall.



In laying bulbs out for curing, use shallow receptacles, preferably ventilated from the bottom as well as from the top.

(Continued on page 15)

Hyacinths • • *Springtimes Sweetest Flowers*

City of
Haarlem

Particularly refreshing in the garden, border, or under shrubbery, because they bloom so early. These are extra fine varieties; well-shaped spikes, large bells. Bulbs 15-16 centimeters (6 inches around, or more). Grow up to 10 inches high.

LA VICTOIRE. (Below.) Glorious dashing red. A very stimulating color.

QUEEN OF THE WHITES. As pure as the driven snow.

CITY OF HAARLEM. (Left.) Glorious golden yellow.

PINK PEARL. A sweet, sweet color, and oh, so dainty!

GRAND MAITRE. Rich royal blue, a wonderful hue.

MYOSOTIS. (Below.) Light blue, very large flowers.

PRICES: Large 15-16 cm. imported Dutch Bulbs, 3 for 69c; 4 for 87c; 6 for \$1.23; 12 for \$2.31; 18 for \$3.39.

Money Saver!

24 Hyacinths • • \$4.39

4 each of the 6 varieties listed, total 24 large 15-16 cm. bulbs, value \$5.22, yours for only

La Victoire

Myosotis

R. M.
Kellogg
Company
Three Rivers,
Michigan



Spring
Glory

Twink ➡➡➡

We furnish only prime size, double-nosed bulbs, that will bloom for you the first year.



Narcissi

KING ALFRED. Large, graceful golden yellow flowers—a great favorite. **PRICES:** 3 for 55c; 4 for 67c; 6 for 95c; 12 for \$1.75; 18 for \$2.49; 24 for \$3.35.

AEROLITE. Like King Alfred, only larger and trumpets longer. Pretty fluted edges on the cups. Large blooms, 4½ inches across. Grows 20 inches tall. **PRICES:** 3 for 55c; 4 for 67c; 6 for 95c; 12 for \$1.75; 18 for \$2.49; 24 for \$3.35.

WHITE KING ALFRED. The beautiful trumpet opens pale lemon which lightens later to pure creamy white. Late. 20 inches tall. **PRICES:** 3 for 75c; 4 for 95c; 6 for \$1.35; 12 for \$2.55; 18 for \$3.75; 24 for \$5.00.

CARLTON. Clear pale yellow perianth with slightly darker yellow trumpet. Edges of cup crinkled. Flowers 4½ inches across. **PRICES:** 3 for 55c; 4 for 67c; 6 for 95c; 12 for \$1.75; 18 for \$2.49; 24 for \$3.35.

TREVITHIAN. Sweet and inviting. Glowing yellow similar to Carlton. Blooms 2 to 2½ inches across. Grows 20 inches tall. A bewitching and winsome addition to your Narcissus garden. Fragrant. Tall. **PRICES:** 3 for 60c; 4 for 75c; 6 for \$1.05; 12 for \$1.95; 18 for \$2.85; 24 for \$3.75.

THALIA. Dainty little tea-cup-shaped trumpets; and perky perianth. **Three blooms on each stem!** Color a nice creamy white. Grows 17 inches tall. A very prolific bloomer. **PRICES:** 3 for 75c; 4 for 95c; 6 for \$1.35; 12 for \$2.55; 18 for \$3.75; 24 for \$5.00.



Aerolite



Patricia Gardenia Type

Like the Gardenia in appearance; but far easier to grow, and even more lovely in its abundance of blooms. 40 to 50 milk-white petals—a pure and wholesome beauty. 20 to 24 inches high. Healthy. You may leave the bulbs in the ground year after year and the flowers get progressively better. Good cut flower; beautiful in the garden. **PRICES:** 3 for 55c; 4 for 67c; 6 for 95c; 12 for \$1.75; 18 for \$2.49; 24 for \$3.35.

SPRING GLORY. This combination of yellow and white will add real beauty to your garden. 20 in. Midseason. **PRICES:** 3 for 55c; 4 for 67c; 6 for 95c; 12 for \$1.75; 18 for \$2.49; 24 for \$3.35.

TWINK. The picture above tells the story. Extra large, extra fine flower. **PRICES:** 3 for 69c; 4 for 87c; 6 for \$1.23; 12 for \$2.31; 18 for \$3.39; 24 for \$4.47.

TEXAS. A beautiful, extra large, two-toned flower. Similar to Twink above, but much more beautiful in coloring. The color is mainly a beautiful light yellow, with glowing orange center. 4 in. across. Midseason. **PRICES:** 3 for 69c; 4 for 87c; 6 for \$1.23; 12 for \$2.31; 18 for \$3.39; 24 for \$4.47.

And How To Grow Them

A wooden frame three or four inches deep, with wire screen bottom is excellent—and easily made. You can leave the bulbs in these trays, or transfer them to porous sacks and hang them from the rafters. The sacks in which grocery stores often supply onions, potatoes and oranges are excellent. **Picture page 12.** It is also wise to dust bulbs thoroughly with sulphur before storing.

A further precaution: Hang them away from air currents, to prevent drying.

At replanting time, seek a new piece of ground. You can take up the soil from your old bed and bring in new soil, or sterilize your old soil—but new ground is best.

Watering

Tulips, Hyacinths and Narcissi are not desert flowers, by any means, and watering will benefit them during the early spring and blooming season, if rainfall is light. But, after the leaves have died down, the bulbs are dormant, and watering is not necessary. In any event, when you do water, water thoroughly. Use a sprayer or hose with nozzle set for a moderately fine spray, so the moisture can penetrate into the soil nearly as fast as it is applied. Water by the hour, not by the minute.

Special!

44 fine, large, double-nosed bulbs for you. You get 4 of each variety of Narcissi on page 14, and also L'Innocence, page 15. Total value of this collection is \$8.41.

You get all 44 for only

\$6.59

Diseases and Insects

Tulips, Narcissi and Hyacinths are reasonably disease-free, but certain diseases and insects may bother them under certain conditions. Often diseases can be prevented, usually they can be controlled.

If you have started with good healthy stock in the beginning, as Mr. X did, you need take only a few precautions to prevent diseases.

We suggest two things, both simple, as follows:

(1) Keep weed growth down. Weeds are excellent hosts for the very diseases that may affect your flowers, and they are excellent breeding places for insects which also may be dangerous. Clean out all fence corners, around old cisterns, old trees and other such spots.

(Continued on page 16)

Money Saver!

4 bulbs of Mrs. R. O. Backhouse, and 4 bulbs of Beersheba, plus 4 each of the other 10 varieties of Narcissi listed here, a \$9.29 value, yours for only **\$5.98**

Mrs. R. O. Backhouse

This amazing flower dares to be different. for where others clothe

themselves in white and shades of yellow, Mrs. R. O. Backhouse decides on apricot and pink. The yellow and white ones are beautiful, we agree, but a pink one is prettier still.

Mrs. R. O. Backhouse has a beautiful long, slim trumpet that is still more beautiful for its rare coloring: pale apricot at the base, shading to shell-pink at the delicately ruffled edges, and all framed by a delightful ivory-white perianth. The flower is large and is borne on tall, straight stems. Long-lasting. Blooms with other Narcissi. **PRICES:** 1 for 50c; 2 for 85c; 3 for \$1.20; 4 for \$1.55; 6 for \$2.25.

BEERSHEBA. (Below.) Large beautifully formed flower, pure white throughout, the trumpet is nicely flanged and the perianth is perfectly flat and well overlapping. Cooler, free-flowing and vigorous. **PRICES:** 1 for 60c; 2 for \$1.05; 3 for \$1.50; 6 for \$2.85; 12 for \$5.55.

L'INNOCENCE. A sweet Jonquil type. Short, dark yellow cups peeping out from the white perianth. **PRICES:** 3 for 55c; 4 for 67c; 6 for 95c; 12 for \$1.75; 18 for \$2.49; 24 for \$3.35.

The New Beer-Sheba



See prices above.





100
for
\$3.50
==
25
for
\$1.00

Crocus
or
Chiono-
doxa



Crocus

You will love them for the utter charm with which they poke their tender heads from the ground. Brilliant mixtures of colors: they look so pretty on your lawn or under shrubbery. Colors: yellow, white, blue and striped.

PRICES:

25 for \$1.00 50 for \$1.85
100 for \$3.50

Blue Chionodoxa

A beautiful blue display almost before the snow has left the ground. Spikes about 10 to 12 inches high. Plant in groups closely, and they'll cross themselves, drop their seeds and produce a wonderful effect in the future.

PRICES:

25 for \$1.00 50 for \$1.85
100 for \$3.50



Wedgewood Dutch Iris

Expensive looking, like Orchids. Nice corsages. About 14 inches high. Color: lilac-purple. Early.

PRICES:

4 for \$0.30
6 for40
12 for70
24 for 1.30

DUTCH IRIS MIXTURE

A bargain in a variety of beautiful colors. 25 for \$1.00; 50 for \$1.85; 100 for \$3.50.

Heavenly Blue Grape Hyacinths

(Illustrated at Left)

Early spring flower, for garden, lawn, or shrubbery.

PRICES:

20 for \$0.78 80 for \$2.82
40 for 1.46 100 for 3.50

Snowdrops

Lovely white pearls; earliest of all.

PRICES:

10 for \$0.65 30 for \$1.73
20 for 1.19 40 for 2.27
50 for \$2.81

R. M. Kellogg Company
Three Rivers, Mich.

Kellogg's Famous Flowers



Note how the little bug above is having a good time feeding on the weed at the left. But, pull that weed, and he must go elsewhere, and your flowers are safe, and further, your flowers will get the benefit of the plant food the weeds would consume.

(2) Give your flower garden at least a reasonable amount of cultivation. Yes, you may see that crust on top of your soil, but do you realize its danger? It not only allows moisture to escape, but prevents air from penetrating to the roots or bulbs, and air is the most important disease-preventive. Most diseases find it distasteful, and will not thrive where it is present. Keep that crust well broken.

HERE ARE THE PRINCIPAL DISEASES that might cause you trouble:

Botrytis or Fire Blight: This causes smallish green spots on the leaves of your Tulips, which gradually grow larger until leaves turn yellow. Then blooming decreases and many buds fail to mature. Remedy: Simply remove and burn infected leaves and stems. Then, if disease is bad, remove bulbs to a clean location.

Botrytis or Fire Blight is usually prevented by burning leaves and rubbish before it has a chance to appear.

Mosaic: Look for this if you seem to have new varieties among your Tulips, as the disease causes them to change color. This is not due to mixing or "reverting", it is the disease that causes a change. Remedy: Dig up and destroy infected plants, this does not save those particular plants, but it does stop the disease from spreading.

Striping: This is really not the name of a disease, but a symptom. Varieties which you originally bought as solid-colored suddenly change to striped varieties. Or, splotches may appear. Cause: A virus disease. Control: Same as for Mosaic. Dig up and destroy infected plants.

Narcissus Bulb Fly: This large, yellow and black fly lays its eggs directly in the bulbs, near the crowns. Then maggots are hatched, which work on the bulbs, making them soft, mushy, and light. Destroy infected plants. NOTE: This fly really seldom bothers small gardens, and probably you will have no trouble with it.

And now, isn't that a huge list of diseases! Four of them! Yes, you will find Tulips, Hyacinths and Narcissi very easy to grow.

(Continued on page 19)



Lilium Speciosum Rubrum

Note the rosy white flowers with beautiful crimson spots and shadings. Blooms in August. Grows 2 to 3 feet high. Grows in sun or partial shade. Plant 10 to 12 inches apart, 6 to 8 in. deep. **PRICES:** Large 7 to 8 in. bulbs, 1 for 79c; 2 for \$1.43; 3 for \$2.07; 4 for \$2.60; 6 for \$3.99.



Lilium Speciosum Album

Pure white with green bands across the petals. Blooms in August. Grows 2 to 3 feet high. Plant 12 in. apart, 8 in. deep. **PRICES:** Large 7 to 8 in. bulbs, 1 for \$1.19; 2 for \$2.23; 3 for \$3.27; 4 for \$4.31; 6 for \$6.39.

Lily Special!

2 Speciosum Rubrum\$1.43
2 Speciosum Album 2.23
2 Snow White Regal75
2 Regal47

Total Value\$4.88

Special Price **\$4.69**

Order of Kellogg's
We can ship early



New Regal Lily Snow White

Now a Lily that is huge, and beautiful, too. It's double the size of the well-known Easter Lily, and we believe more beautiful. Pure white with faint golden green tongue. Plant early and deep. It will survive your winters. **PRICES:** Large 6 to 7 in. bulbs, 1 for 45c; 2 for 75c; 3 for \$1.05; 4 for \$1.35; 6 for \$1.95; 12 for \$3.75.



Regal Lilies

Regal Lily is so beautiful that it refuses to bow to competitors; remains the favorite. Rich yellow throat like molten gold on snow. Hardy! Blooms June and July. 2½ to 3 ft. **PRICES:** Large 5 to 6 in. bulbs, 1 for 31c; 2 for 47c; 3 for 63c; 4 for 79c; 6 for \$1.11; 12 for \$2.07.

Kellogg's

Peonies

It would be hard to improve this list of Peonies, unless we offered you varieties at \$5.00 and \$10.00 per root. Even then you wouldn't have any more beauty than you get with these.

SARAH BERNHARDT. Like a big fluffy ball of chiffon, but prettier. Apple-blossom-pink in shade. Semi-rose type, strong grower. Free bloomer. Midseason. Fine for cutting. **PRICES: 1 for \$1.35; 2 for \$2.60.**

SOLANGE. Large, compact rose type blending delicate waxy white, golden buff, and delicate orange. It glows and shimmers. Free bloomer. Late. **PRICES: 1 for \$1.35; 2 for \$2.60.**

FESTIVA MAXIMA. A magnificent Peony, lusty in size, but dainty. Double, pure white flowers, crimson marked in the center. Strong grower. Midseason. **PRICES: 1 for \$1.25; 2 for \$2.40.**

5 Aristocrats

A fine group of outstanding Peonies at a Bargain Price.

1 Karl Rosenfield. Red	\$1.00
1 Festiva Maxima. White	1.25
1 Laura Dessert. Yellow and White	1.35
1 Solange. Blushing	1.35
1 Walter Faxon. Pink	1.75

Total Value \$6.70

If short of any of the above, we substitute others of equal or greater value.

SPECIAL PRICE \$5.99

MONSIEUR JULES ELIE. Huge, but oh, so delicate! Flowers are a beautiful satiny pink, and resemble mammoth hothouse Chrysanthemums; just as beautiful. Very early. Tall, strong. Long lasting. Outstanding for cutting. **PRICES: 1 for \$1.35; 2 for \$2.60.**

THERESE. The bewitching "glamour girl" of pink Peonies; shades of lilac-rose and lilac-white glimmer and shine with delightful effect. Strong grower. Free bloomer. Midseason. Delightfully fragrant. **PRICES: 1 for \$1.75; 2 for \$3.40.**

REINE HORTENSE. Color, beautiful over-all hydrangea-pink. Guard and center petals touched with crimson. A fine show variety. Tall, long, stiff stems. Mildly fragrant. Midseason. **PRICES: 1 for \$1.35; 2 for \$2.60.**

LAURA DESSERT. A pretty, blushing Anemone type; white guard petals suffused with pink, and decorated beautifully with light cream and canary-yellow center. Very lovely. Early. **PRICES: 1 for \$1.35; 2 for \$2.60.**

DUCHESSE DE NEMOURS. Has an exquisite shape achieved by large cup-shaped white guards, with a fluffy center of light canary yellow. Fragrant. Medium tall, stems erect and strong. Excellent foliage. Early. **PRICES: 1 for \$1.35; 2 for \$2.60.**

AVALANCHE. You will love the creamy white of this amazing Peony, its mammoth rose-type flowers, and its delightful fragrance. Midseason. One of the best of white Peonies. **PRICES: \$1.35 each; 2 for \$2.60.**

R. M. Kellogg Co., Three Rivers, Mich.



Sarah Bernhardt



Avalanche



Therese

Peonies

GOOD PLANTING STOCK is just as important with Peonies as for any other flower. Order only of a good, reliable nursery, and be sure of getting nice, large, healthy roots, with the necessary buds for starting growth.

KIND OF SOIL: Most any soil will do for Peonies, though they do have a slight preference for the heavier soils. But a rich, loose soil is nearly as good, and any soil will grow Peonies of finest quality if well-drained and fertile. Sandy soil usually needs more fertilizing than the heavier soils. In any event, the soil should be well-drained, and if it is not, drainage should be supplied.

This can be done by working in quantities of well-rotted stable manure, peat moss, or well-rotted leaf mold.

SUNSHINE is another thing Peonies need. But, if your location gets the sun more than half the time, your Peonies should do well.

SOIL PREPARATION AND FERTILIZING: The addition of extra fertilizer to any soil that you are preparing for Peonies is desirable. Method: Spade your soil well, to a depth of one or two feet, then add a little of your fertilizer, fork the soil over, add more, fork it over, and continue this process until the fertilizer is well worked in.

Never use fresh animal fertilizer, but good, well-rotted stable manure is fine, or other well-rotted animal fertilizer, with the one important exception of chicken manure. Work in about 4 or 5 bushels per 100 square feet of soil.

Good phosphorous fertilizers are also good with the manure. Superphosphate can be added at the rate of about 3 lbs. to 100 square feet of soil. It can also be used alone at the same rate, but the animal fertilizers are desirable with it.

If your soil is very heavy, well-rotted manure, peat moss or leaf mold are particularly important to help loosen it and provide aeration and drainage.

If sandy, your soil is likely to be deficient in plant food, and again well-rotted manure is important, probably with commercial fertilizer added. A good formula, about 5-10-5, or 4-8-4.

If your soil is very acid, use a little lime, say 3 to 5 lbs. per 100 square feet. However, Peonies really like a mildly acid soil.

The addition of fertilizer at soil preparation time has just been discussed. However, for really beautiful Peonies, extra fertilizing is really very desirable. It can be applied in the form of commercial fertilizer, in the spring after the first shoots have appeared above ground. Apply the fertilizer around the plant, keeping 4 or 5 inches away from it, then work it in by light hoeing; or use some other form of garden tool. Phosphorous and potash fertilizers are particularly important for good blooming. Apply liberally.

Some gardeners, instead of the above, apply well-rotted stable manure as a mulch after the ground freezes in the fall, then the fertility is carried into the soil and is available

WALTER FAXON. A beautiful blushing and amazing perfumed flower, luminous coral-pink, lighter at the petal ends. Delightfully fragrant. Midseason. **PRICES:** 1 for \$1.75; 2 for \$3.40.

EDULIS SUPERBA. An exceedingly beautiful and extra large dark pink Peony. Fragrant, early-blooming, strong and upright. **PRICES:** 1 for \$1.35; 2 for \$2.60.

KARL ROSENFELD. Intensely red. One of the most beautiful and striking Peonies known; pure and rich coloring. Large, globular, semi-rose type. Vigorous, tall, free flowering. Early. **PRICES:** 1 for \$1.00; 2 for \$1.90.

Karl Rosenfield

No Garden is truly up-to-date
unless it is bright with Kellogg's

Azaleamums

Trade
Mark

I never thought so many flowers
Could bloom in one small garden spot,
I think that I could talk for hours
Yet never tell the charm they've got;
Their dainty hues, and varied sheens,
The way they seem to glow;
You'll have to have your own, I guess,
And then you'll really know. ©

These are the larger
varieties—for a really
glorious display. You'll
be delighted at blooming
time. They grow 2½ to
3 feet across and 1½ to
2 feet tall.

PRICES

Carnation Rose and Summer Sunset

1 for \$0.75	4 for \$2.40
2 for 1.30	6 for 3.50
3 for 1.85	12 for 6.80

Strong, field-grown plants.

Carnation
Rose

Plant Patent No. 660

*A friend indeed
The one must be
Who called my
name
To come and see
The beauty of
Your charming
grace,
Abundant in
This garden
place.*

Bargain!

2 Summer Sun- set	\$1.30
2 White Christ- mas	1.75
2 Carnation Rose	1.30

Total Value \$4.35
SPECIAL PRICE **\$3.65**

IMPORTANT: The word Azaleamum is our trade-mark and must not be used by any other firm or individual, except to identify Azaleamum plants produced by the R. M. Kellogg Co., or its duly authorized licensees.

Carnation Rose

(Pictured at Left)

Plant Patent No. 660

This newest of the large Azaleamums has such unusual and enchanting blossoms that we are showing them instead of a whole plant. A single spray, such as the one pictured at the left, is super-abundant in charm and loveliness. Each flower is similar to a beautiful Carnation in form, yet has the attractive delicate coloring of a Rose. Moreover, each spray is a picture of symmetry and natural artistic arrangement.

Grows 2 to 3 feet across the first year with blooms about 1½ inches in width. Like other Azaleamums, Carnation Rose starts blooming in July or August, and continues until a severe frost. Prices above picture of Carnation Rose.

Important! Azaleamums belong to the Chrysanthemum family but have a peculiar habit of growth similar to that of Azaleas, hence are trade-marked Azaleamums. They are not related to Azaleas.



Summer Sunset

(Pictured Above)

Plant Patent No. 561

Shades of orchid, orange, golden yellow and apricot blend in this beautiful Azaleamum. At times it is rich in orchid, at others apricot, and at still others golden yellow and orange. And each bloom usually has various shades so the whole plant gleams like an opal. Will probably be the most satisfactory flower you have ever had. Prices above picture of Carnation Rose.

—oOo—

R. M. Kellogg Co.
Three Rivers, Mich.

New White Christmas

Yes. It is an Azaleamum

This is the newest of the Azaleamums, a beautiful, large-flowering white variety that will dazzle strikingly in your garden. White Christmas gives you nice bouquet-type flowers, with the amazing Azaleamum habit of growth.

It produces hundreds of these flowers at a time, on one plant, over a long period of time. Starts blooming in July or early August, and continues until stopped by frost. Reaches peak performance about mid-September. Plants get bushel-size or larger first year, double that second year.

PRICES: White Christmas Azaleamum, 1 for \$1.00; 2 for \$1.75; 3 for \$2.50; 4 for \$3.25; 6 for \$4.75.



IMPORTANT: The word Azaleamum is our trade-mark and must not be used by any other firm or individual, except to identify Azaleamum plants produced by the R. M. KELLOGG CO., or its duly authorized licensees.

600
or More

Papoose (above)

Here are Kellogg's New
One-in-a-Thousand Varieties of

Trade Mark

Front Line Azaleamums

These are the amazing flowers that everyone is talking about. And these are new varieties, bred especially for you by our own breeder. Great care was taken in their selection to assure their being the best, approximately

1000 varieties being discarded for every one selected—an expensive proceeding, but worth the money in the tremendous satisfaction given to you.

A Big Plant with Hundreds of Flowers

How large? How many flowers? Some varieties grow $1\frac{1}{2}$ to 2 feet across, others 2 to 3 feet and often they attain 4 feet second year. Hundreds of blooms are produced at one time on a single plant; often 500 to 1000 (best record slightly over 2000). Flowers $1\frac{1}{2}$ to $2\frac{1}{2}$ inches across, depending on the variety. All give a huge overflow of color and beauty.

Papoose (Above.) Red! Rich, wine-red—at last here is the sparkling red Azaleamum you have been wanting. Now your late summer gardens can be brilliant. The whole plant provides a dashing flash of color that will brighten up those last summer days, and on into late fall. Prices: Field-grown plants, 1 for \$1.00; 2 for \$1.75; 3 for \$2.50; 4 for \$3.25.

Prices

Princess,
Pink Dream,
Nugget, and
Honey Chile

Field-Grown
1 for \$0.85
2 for 1.50
3 for 2.15
4 for 2.80
6 for 4.10
12 for 7.95

More than 12 at
65c each.

Special!

2 each of the 5 Azaleamums listed on these two pages, 10 plants in all—total value, \$7.75.

Special Price \$ **6.39**

Blooms

Per Plant

What Does One-in-a-Thousand Mean to You

It means that you will get varieties that are really outstanding. To produce these varieties, thousands of hours were expended in painstaking labor, by our breeder, crossing by hand thousands of times to produce thousands of new varieties. Many of these had amazing points of excellence: Some had beautiful flowers, some beautiful colors, some hundreds of flowers, and a good many of them would have been listed as outstanding by other nurserymen. But, we were very exacting in the ones we selected for you, and only approximately one in a thousand survived our severe method of selection. These are the varieties you now find here. They are the best of the best, and all new. Do not believe that you can find them elsewhere.

Princess

(Not Illustrated)

Plant Patent No. 711

Very similar to Summer Sunset (page 21), but lower growing. **Rose, orchid, pink, orange, apricot and yellow all blend together** and succeed each other in astonishing display of glory. A rich confusion of shades all on the one plant. Deservedly one of the most popular. **Prices below, left.**



Nugget Plant Patent No. 802

Named Nugget because of its golden glitter. Will really add brilliance to your garden—and we mean **BRILLIANCE!** The yellow of Nugget is bright, clear, and glorious. In fact, we doubt if we have ever seen a yellow that was more beautiful; lasting beauty for your low borders. You will love it among the darker flowers of your garden. **Prices at left.**

Order
of
Kellogg's,
Three Rivers,
Mich.



Pink Dream Plant Patent No. 865

One of those flowers whose delightful form and coloring irresistibly draws attention from everyone. Its beauty is fascinating, alluring, bewitching—well, you pick your own word.

Yes, it is pink, but a special pink that you never saw before, and if the color photographer, the engraver, and the printer fail in showing it to you, we aren't surprised. Showing it accurately would be impossible.

You'll also like the quantity of blooms produced by a single plant—**hundreds of them, all piling on top of one another.** **Prices below, left.**



Honey Chile Plant Patent No. 871

I think that I shall never see
A Pink that Gleams so prettily.

We wish we could really show you that Pink that gleams so prettily, but since we can't, here's an idea: You order, and let your friends admire. Honey Chile is brand new, and with it you'll have an envy-spot in your garden. You do want your friends to envy you, don't you? **Prices at left.**

5 Azaleamum Trade Mark

One of each
variety below

only \$1.69

These five varieties of Azaleamums are the famous "producers," which amazed the flower lovers by showing such an abundance of blooms several years ago.

CAMEO QUEEN. Flowers open a deep orchid-pink, then change to light orchid with creamy centers, finally salmon-pink with yellow centers.

MAGIC WHITE. Plant Pat. 204. Blossoms open a delicate pink, and later turn white with faint yellow centers.

BRONZE BEAUTY. Plant Pat. 205. Various shades of rich red-bronze which turn to bronzy yellow later in the season.

GOLDEN WONDER. Plant Pat. 368. Bright golden yellow flowers. Produced in masses from August until frost.

SANTA CLAUS. One of the most hardy of all. Deep red blossoms with yellow centers. Somewhat taller than the others.

All varieties priced below.

PRICES:

1 for	\$0.46
2 for87
3 for	1.09
4 for	1.39
5 for	1.69
10 for	3.29



Cameo Queen

[24]

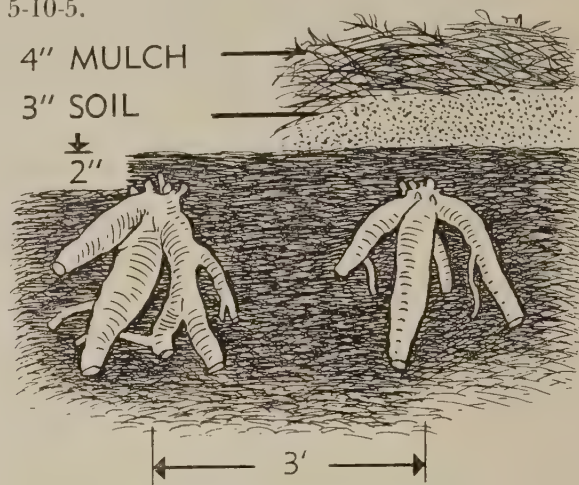
Kellogg's Famous Flowers

by springtime. Even then, a little extra commercial fertilizer will not hurt, again about 5-10-5.

4" MULCH

3" SOIL

2"



How To Plant

The above drawing shows how to place Peony roots at proper depth, very important in planting Peonies. Some say do not plant more than 3 inches deep, but it is better to say 2 inches from the top of the root to the surface of the soil. Even shallower planting can be used.

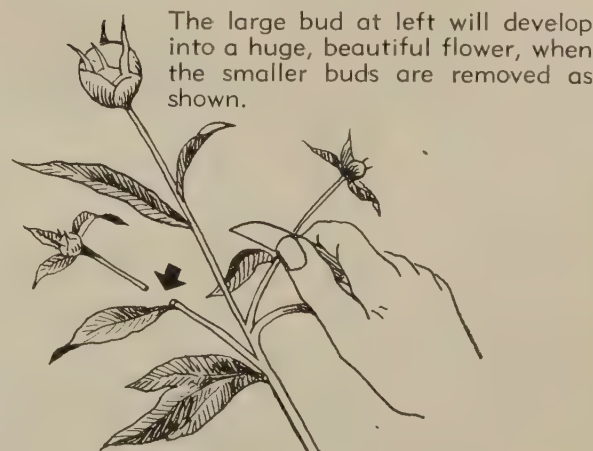
However, with this shallow planting, there is danger of winter injury brought about by heaving of the soil. To prevent the heaving, mound loose soil well over the plants about 3 inches deep, then mulch well with good strawy material to a depth of about 4 inches, particularly if you are in a northern state. Remove the surplus soil and mulching in the spring, carefully. See picture above. This is necessary the first year only.

If you plant the proper depth, you should have blooms the following summer; but plant too deeply, and your Peonies may not bloom for years.

TIME TO PLANT: September or October is usually best but November is OK, if you plant well ahead of freezing. Some nurseries do offer Peonies in the spring, but fall planting is really best. **PLANTING DISTANCE:** About 3 feet apart.

CULTIVATION: Cultivation keeps weed growth down; conserves moisture; and keeps the soil aerated, preventing many diseases. Hoe or cultivate to a depth of not over 2 inches.

Disbudding



(Continued on page 27)

Really New Chrysanthemums

that rival hothouse types

"Day by day, in every way, they're getting better and better."

We're talking about "Mums" and we must "modestly admit" that our part in improving them is not small. Every year we produce thousands of new varieties, and every year we discard just about 999 out of every thousand we produce. That leaves only the cream of the cream for you and your garden. And, folks, here they are. Haven't room to show pictures of all of them, but take a look at the two gorgeous beauties at the right. They're fine, big flowering varieties, like you've been wanting. Two, Rose Marie and Evening Sun, are Azaleamum type.

ROSE MARIE. This one will be your sweetheart. Its color is a delicate and appealing shade of orchid, and its form is nearly perfect. About 1½ to 2 inches across.

EVENING SUN. Shucks! How are we going to describe a beautiful thing like this? You'll have to order it and see it for yourself. Pretty, varying shades of peachy pink and other delicate hues we can't describe. Quite exquisite! Flowers 1½ to 2 inches across.

YELLOW FELLOW. He's big, he's bright, and very bold, like yellow silk or flashing gold. Yes, the brightest of the lot—a good rich yellow, really rich! Heads full and well formed. Nearly three inches across.

BETTY LOU. White, that's bright and clean and pure—with a modest little touch of charming yellow in the center. Flowers nearly three inches across.

PINKY. This one has sweetness—delicate shades of pink, and faint flashes of white, then a winsome yellow center that peeks shyly out at you; a charmer! Blooms large and fluffy. Nearly three inches across.

FIREFLY. Only Nature knows how to produce a color like this: a red like sparkling wine, yet more lively and more beautiful. Blooms 1½ to 2 inches across. Well formed.

PRICES: 1 for 50c; 2 for 85c; 3 for \$1.20; 4 for \$1.55; 5 for \$1.90; 6 for \$2.25; 10 for \$3.65; 12 for \$4.35.

Money Saver!

Take 12 and save money. All varieties above will be included, but we reserve the right to vary the numbers of each. Order this way, and you get a \$4.35 value for only

\$3.69

24 by the same plan, yours for only.....

\$6.50



Betty Lou



Yellow Fellow

R. M. Kellogg Co., Three Rivers, Michigan

Plant

Kellogg's

Poppies

Poppies have a wonderful knack of being truly colorful and brilliant, even though many of them revel in the delicate shades. They lift their beautiful aristocratic heads proudly above lovely masses of deep green foliage, where they wave gracefully in the slightest breeze. We believe every garden should have a bed of Poppies.

Cheerio

(Left.) Here is a Poppy with dark red splashes of color in the cup instead of the usual black. A beautiful blend against the pink of the petals. Far more entrancing than the picture can show.

Helen Elizabeth

The spotless Poppy! Clear, unshaded salmon-pink—no splotches of either red or black. Deep purple stamens that give richness to the fine pure pink color of the petals. Strong, upright grower. Healthy and vigorous.

New Perfection

Pretty fluted petals of delicate shell-pink, rich purple-black stamens. Fully opened blossoms measure six inches and the massive fernlike foliage is unusually heavy and beautiful.

Ridgwood Beauty

This Poppy reminds you of a little girl in her orange fluffy ruffles. Against inky black stamens the orange looks all the more lovely. We think this one is the prettiest of all.

PRICES:

All Poppies Above
Strong, Field-Grown Plants

1 for \$0.75	4 for \$2.40
2 for 1.30	6 for 3.50
3 for 1.85	12 for 6.60

—Other Poppies—

These Poppies never grow old; they will always have a place in the finest gardens. They are the classics of Poppydom. Be sure to order them.

PERRY'S WHITE. Very entrancing and beautiful. Blooms very large, with fine satiny texture. Crimson markings at the base of petals.

WURTEMBERGIA. A brilliant, flaming red torch on tall, straight stems—a gushing fountain of rich black stamens.

MRS. PERRY. This tall pink Poppy grows more popular every year. Don't miss it.

PRICES:

Helen Elizabeth	1 for	\$0.55
	2 for	.95
	3 for	1.35
	4 for	1.75

*Money
Saver!*

Two Each
of the Four
Poppies
Listed At
Right
Total
Value,
\$5.20
Yours For
\$3.95

Cheerio



Salmon Glow ... Peony-Type Poppy

Just try and count the petals on a Salmon Glow Poppy! You'll have a tough time of it, we assure you, unless you pluck them one by one as you count. Often you will find over one hundred, and just see the rich, beautiful coloring. Yes, it does look like a huge Peony, and it is the only Poppy that keeps well in water. Flowers get to be 8 inches across. Strong, upright grower. Vigorous foliage. **PRICES:** 1 for 75c; 2 for \$1.30; 4 for \$2.40; 6 for \$3.50.



Kellogg's FLAME POPPIES

Here's an outstanding special in Poppies, three brightly colored varieties from our surplus, regardless of value. We list no Poppies for less than 55c each; so you can see what a bargain this is. All three different.

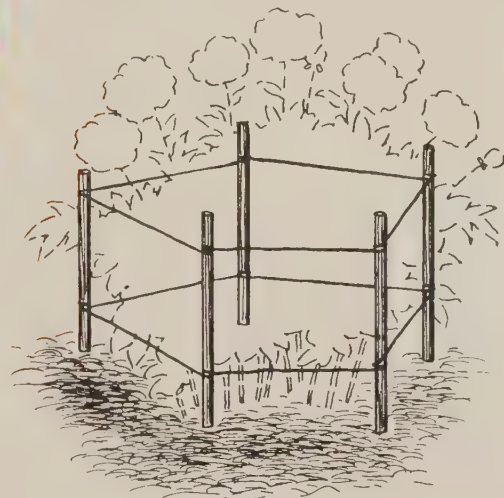
Varieties
our choice **3 for 98c**

And How To Grow Them

Disbudding is the practice of removing weaker buds so that the stronger buds can develop into a huge, beautiful flower. If you are going to disbud, do it as early as possible, removing all side buds from each stem, leaving only one central strong bud to develop. You will be rewarded by extra size, and extra double flowers, perhaps prize winners. For landscape effect, do not disbud.

WINTER CARE: Needed for the first year only. Already discussed under "How to Plant."

At the end of the season, after killing frost, cut foliage down and burn it.



Supporting Flowers

Best varieties often have weak stems. For supports, drive several stakes around the plant, as shown above, then stretch string or wire around these. Shake water out of blooms after heavy rains.

CUTTING: Leave three or four leaves below the cut. Best time—early morning. Partly open flowers best.

PREPARING FOR SUBSEQUENT YEARS' BLOOM: If your Peonies are doing well, don't disturb them. Usually they will bloom well for five years or more, then if they start to fail, divide roots and replant. Write us for instructions. Leave foliage on until it dies down, as it helps assimilate food.

WATERING: Water Peonies well, especially while in flower. Best methods: Fine spray or overflow. Also water in the spring when rainfall is not normally abundant.

DISEASES: You will have very little trouble with diseases if you buy good, healthy stock, and keep weeds out of your garden. Cultivation gives aeration and helps prevent diseases.

The few diseases that may visit your Peonies are:

(1) **Bud rot**, usually indicated by failure of buds to open. A clean garden will seldom be visited by bud rot. **Remedy:** Remove all affected buds, together with several leaves beneath each. Burn at once. **Preventive:** Spray with bordeaux mixture in early spring. Let the spray fall on the soil, to catch any spores that may be there.

(Continued on page 28)

Kellogg's Famous Flowers

(2) **Botrytis blight:** Buds and seed pods dry up. **Control:** Keep old flowers off, remove dead foliage in fall after killing frost, and burn it. **Keep clean, keep clean, keep clean!** **Preventive:** Spray with bordeaux mixture about every two weeks or oftener from time leaves appear in spring until blooms appear.

(3) **Nematodes:** Buy only clean healthy plants, and plant in clean soil. They cause poor bloom and are identified by small knots on the roots.

(4) **Ants:** Don't worry too much about ants. Do no harm in themselves. Can, however, spread other diseases, but not at all dangerous if you have a good, clean bed.

Poppies

If there is one very beautiful flower that is easy to grow, it is the Oriental Poppy. And, note that we say beautiful. We

And How To Grow Them

think the Poppies are one of the most exquisite of all. They require very little attention, and most any soil will do for them, providing it is well-drained, and providing it is in a sunny location. Do find room for them in your garden.

SOIL PREPARATION: Same as for Peonies, excepting that it need not necessarily be prepared so deeply. Poppies will be perfectly happy in soil that is prepared to a depth of only about one foot.

Drainage: same as for Peonies. It is one of the things that Poppies do require, as the roots may rot if it is not provided. Read back to your instructions for growing Peonies, and follow them for your Poppies.

Poppies will be particularly valuable in your garden if you happen to have a rather heavy piece of soil that will not do well for other plants. They will do well on this soil, provid-

(Continued on page 29)



Africa

Kellogg's Tip Top Ten Hardy Phlox

A combination of cheerfulness and beauty which will brightly color your garden in August and on into the late autumn. A collection both outstanding and rich in variety, which you really should possess!

AFRICA. Dark carmine-red, so mysteriously beautiful that it seems to belong to another world. Strong, vigorous grower, healthy and hardy; easy to grow.

MARY LOUISE. Pure white, like newly fallen snow. The favorite of all whites.

BLUETTE. Shades of blue and rose magically intermingled. Unusually large florets. Vigor, productivity, well filled, symmetrical heads.

CAROLYN VANDENBURG. The outstanding dark blue Phlox, not only because of its color; but it is extra large, healthy, vigorous, and productive. The nearest to a real blue.

BRIGHT EYES. No other red Phlox has the beautiful large florets and dancing dark eyes of Bright Eyes, and none has quite its brilliance. Gorgeous in mass displays.

PINKETTE. Exceedingly delicate pink, like soft-shed light. Dainty, yet strong. Lustrous sea-green foliage.

POLKA DOT. Petals have a very slight pinkish tinge with glorious fuchsia-colored eye. Beautifully shaped; extra large, overlapping florets.

SALMON GLOW. A beautiful deep salmon-pink. Eye, deep carmine. Well filled, stately heads. Healthy, strong foliage.

DAILY SKETCH. Outstanding feature: extra large florets, 1½ inches across, or more. Clear, beautiful pink with small carmine eye. Does not fade. Blooms July to frost.

LILLIAN. The famous blue-eyed Phlox; rest of flower beautiful salmon-pink. Very compact flower heads. Very robust, plenty of vitality. Often 12 to 15 flower spikes per plant.

PRICES: 1 for 45c; 2 for 75c; 3 for \$1.05; 4 for \$1.35; 6 for \$1.95; 8 for \$2.55; 10 for \$3.15; 20 for \$6.15.

Money Saver!

Now here is a real bargain in Phlox: Just think, only 30 cents each for these high-grade, healthy, beautiful blooming Phlox plants. You get the same high-quality plants as those listed above.

One each of the Tip Top Ten varieties

All 10 for Only \$2.99

Kellogg's Famous Flowers

ing it has the sun and drainage. They also require very little attention after planting.

They also will often thrive in soil that is too shallow for other favorite garden flowers. By shallow soil, we refer to the fertile part. If the part containing fertile soil is only one foot deep, the soil is said to be only one foot deep.

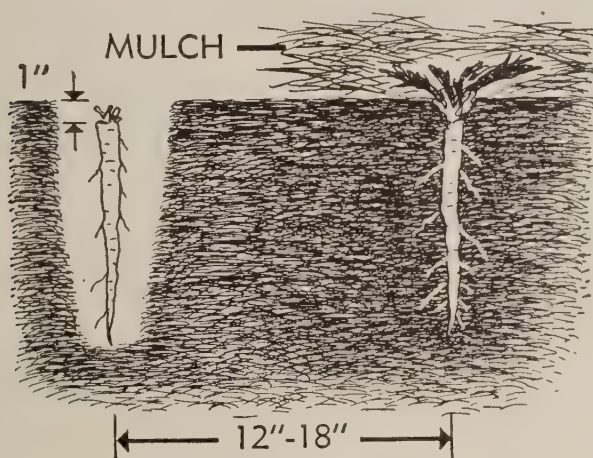
For example, you may have a piece of ground with a fertile depth of only one foot, and with a gravel sub-soil underneath. Or, one only six or eight inches deep. Here you can grow Poppies, as the gravel will provide the necessary drainage. In fact, the soil would be almost ideal, though not suitable for such plants as Peonies, because of its shallowness. But, if your sub-soil should be an impervious hard-pan or heavy clay, which would not permit drainage, then you might have difficulty with Poppies.

FERTILIZING POPPIES: Commercial fertilizers can be used with considerable success. Apply them in the spring, after growth has appeared, on top of the soil, and not too close to the plants. A 4-8-4 or 5-10-5, or similar formula can be used. Next, rake the fertilizer in; or use some other suitable garden tool.

About 1½ lbs. of commercial fertilizer per 100 square feet is right. Or, measure out a ration of about 2 lbs. per 100 square feet, then apply only ½ lb. at a time, and at intervals of about 10 days, until the ration is used. Work in each time. More fertilizer can be used by this measured-ration method.

Another way to fertilize Poppies is to work in well-rotted stable manure at soil preparation time. 2 to 3 bushels of well-rotted manure per 100 square feet would be about right. Other animal fertilizers, if well-rotted can also be used. **But, do not use chicken manure.**

You can also mulch with stable manure after the first freeze the first autumn, but that would be for the first year only. Poppies will not require mulching thereafter.



How To Plant Poppies

After the soil has been prepared for planting, either with fertilizer mixed in or without, make a hole deep enough and wide enough to accommodate the roots easily. Set the roots vertically, top up, as in picture above. There will usually be some signs of green growth at the top, but if it appears to you that the plant has roots on both ends, the end with the most roots is the bottom. Better make the hole oversize than undersize. In any event, you are loosening the soil when you make the hole oversize, and accordingly the roots will have a better chance to start growth and develop. Never plant in a hole so small that the roots must be bent.

Planting Distance: 12 to 18 inches.

Planting Depth. The top of the plants should be just below the surface of the ground. One inch of soil is easily sufficient. After the plants are set, water the entire bed of Poppies

And How To Grow Them

thoroughly. Soak them in well, and they will have the best chance to bloom their best for you.

After the first freeze in the fall, you can give your Poppies a light mulching. Use straw or peat moss; or marsh hay is good; and leaves are suitable if used very lightly, but may smother the plants if applied too heavily.

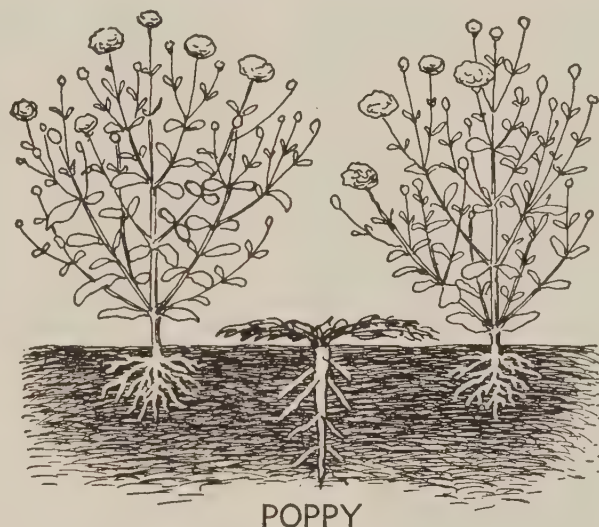
This mulching is necessary the first year only. Poppies are exceedingly hardy, and will come through most any winter unscathed.

TIME TO PLANT: Set your Poppies just as soon as you receive them from the nursery. Nurseries dig Poppies as early as possible, and will likely ship early, usually in September. Early planting will give the roots a chance to develop before the ground freezes.

Poppies can also be planted in the very early spring, but your first planting should be made in the fall, as most nurseries do not furnish Poppies in the spring. With spring planting, you will not have blooms the same year unless you use large, well established plants.

If you are transplanting your own plants from one part of your bed to another, do it in August. Do not, however, transplant any oftener than necessary, and then only after the foliage is dead. Water in thoroughly. A clump of earth on the roots is not necessary.

PLANTING SYSTEM: Poppies usually look best in groups, with a contrasting background. The brightly colored flowers will show up beautifully against a dark background.



It is also well to plant Poppies where the dead foliage will be hidden by other plants in August and September. Or you can set other plants in the spaces between Poppies, to hide the dead foliage, as shown in drawing above. Annuals are best for this purpose. Poppies are not good for isolated plantings, because the foliage does become unsightly after blooming is over.

SUMMER CARE: After the foliage of Poppies is completely dry and dead, remove it. It breaks very easily by hand.

Cultivation is not necessary. In fact, Poppies do not like to be disturbed, and cultivation can be detrimental. Just keep the weeds pulled. A summer mulch of peat moss about 2 inches deep is the best weed control, especially if sterilized. It also retains moisture in the soil, taking the place of cultivation. But some weed pulling may still be necessary. Pull weeds with as little disturbance to the Poppies as possible. And, if watering is one of your hobbies, here's where you can indulge it. Poppies love lots of water, and you can water to your heart's content.

(Continued on page 32)



30 Scilla 98¢

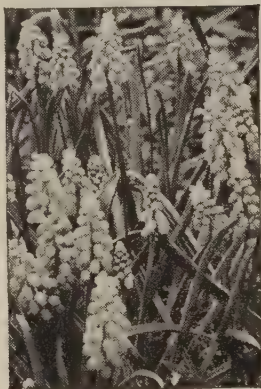
Beautiful bell-shaped flowers in a fine mixture of pink, white, and blue. Extra fine for naturalizing in the lawn, so don't say you haven't room. 15 for 57¢; 30 for 98¢; 60 for \$1.89; 100 for \$3.09.

SCILLA BY COLOR

Choose pink, white or blue at following prices: 15 for 69¢; 30 for \$1.29; 60 for \$2.37; 100 for \$3.89. 7-8 cm. bulbs.

Kellogg's

Special Money



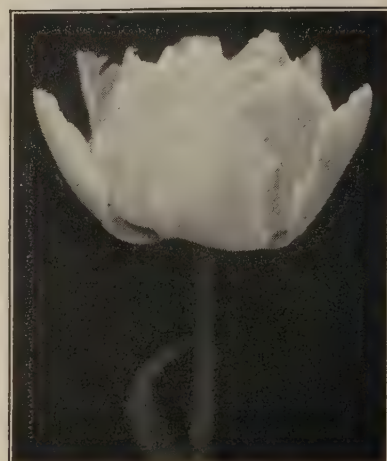
Grape Hyacinths 50 for 98¢

Like stumbling over a gold nugget we unexpectedly found these bulbs at an amazingly low price and can offer them to you at this startling figure. Blue only. 50 for 98¢; 100 for \$1.89; 7-8 cm. bulbs. Naturalize your lawn—plant under shrubbery.



30 Narcissi

Now enjoy the soul-satisfying beauty of Narcissi, at a rare bargain price, 30 fine 11-12 cm. domestic bulbs in a variety of yellows and whites, various types including Trumpet type and Jonquil type and many others. 30 for \$1.69; 60 for \$3.33; 100 for \$5.47. Will bloom next spring.



25 Double Tulips \$1.69

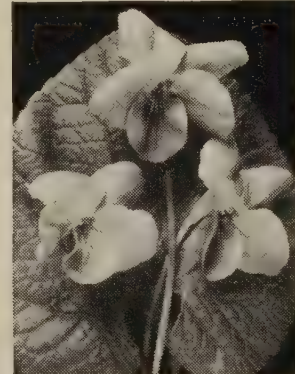
Peony-Type

These are the early variety that bloom with your Hyacinths, and we furnish you with a mixture of colors in fine large 10-11 cm. imported Dutch bulbs. Colors (mixed): red, white, pink, orange, and yellow. No color choice. Prices: 12 for 89¢; 25 for \$1.69; 50 for \$3.29; 100 for \$6.47.

5 Iris 99¢

We gotta clear our fields, folks, so here's a real bargain. You'll get 5, all different colors, various shades of yellow, white, dark blue, light blue, and bi-colored. Order a quantity and make a fine border. Prices: Large rhizomes: 5 for 99¢; 10 for \$1.87; 20 for \$3.69; 50 for \$8.99.

We pay shipping charges. See pages 10 and 11.



50 Dutch Iris \$1.29

Plant these to cover a large area with stunning beauty at amazingly low cost. The price is exceedingly low, and you can plant yards of border with them. Mixed colors: yellow, blue, white, etc. 50 for \$1.29; 100 for \$2.53; 200 for \$4.98.



8 Miniature Iris

\$1.69

4 Spring bloomers
4 Fall bloomers

"Cute" and "cunning" as a pretty, chubby child and they'll be with you spring and fall. Yes, they bloom early, and the fall bloomers bloom in autumn, half each kind. Colors: red, yellow, white, blue, etc., our choice. 8 for \$1.69; 16 for \$3.27; 50 for \$9.87.

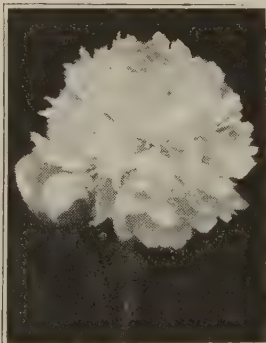
5 Violets

3 White \$1.69
2 Purple

A very low price for these favorites. Beautiful flowers—beautiful foliage—elegant corsages. Bloom in the spring and sometimes repeat later. You get 3 whites, and 2 purple, varieties our choice, all good. Strong, healthy, field-grown plants. 5 for \$1.69; 10 for \$3.27; 20 for \$6.49.

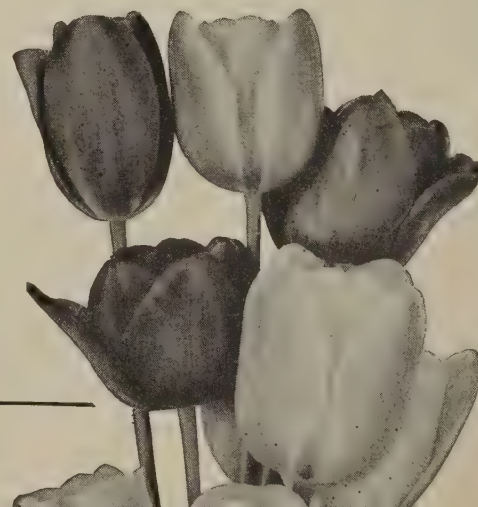
3 Peonies 97¢

Who ever heard of Peonies at this low price! But it is true, as we want to clear our fields for a new crop and we are willing to sacrifice to do it. Order now, while offer is good. Fine, large, 3 to 5 eye roots. 2 pink, 1 red. 3 for 97¢; 6 for \$1.89; 12 for \$3.69; 24 for \$7.29; 48 for \$14.47.



30 Tulips \$1.69 9 to 10 cm. Bulbs

Try these 9 to 10 cm. Tulips. It's fun seeing them develop, and you'll probably get an extra year or two of blooms. Very satisfactory blooms first year, better next year. Mixture: red, yellow, white, pink, etc. 30 for \$1.69; 100 for \$4.98; 200 for \$9.87.



Savers

Something new, something blue, a pretty garden cheap for you. Yes, some of the flowers offered here are found on these pages only. And all are offered at bargain prices carefully figured to give you the most for your money. Even if you have ordered many things from the color pages of this book, order from here too. Enlarge your garden to glorious size at little cost.



20 Clusiana Tulips \$1.69

Like prettily colored pink and white candle flames among your flowers. They will be the pets of your garden. Fine in borders, or rockeries and just look at the low price we quote. 20 for \$1.69; 40 for \$3.28; 50 for \$3.99. 6 cm. bulbs.



12 Paper-White Narcissi \$1.69

Just place bulbs among stones in a bowl of water and they grow and bloom. We suggest at least 12 bulbs. Plant about 4 every 3 weeks starting in November. Prices: 13 to 14 cm. bulbs, 12 for \$1.69; 24 for \$3.33.

Why Not Have An Indoor Garden?



25 Triumph Tulips \$1.69

You've seen 'em, and you like 'em, so buy 'em! We got 'em, in a fine mixture. Red with white edge; white, pink edge; red, yellow edge; cream, red edge; and red and white striped. 11-12 cm. bulbs. 25 for \$1.69; 50 for \$3.33; 100 for \$6.59.



21 Parrot Tulips \$1.69

The gayest of gay flowers, and an extra fine mixture of fine imported 11-12 cm. Dutch bulbs. See pages 6-7 for colors you'll receive. 21 for \$1.69; 40 for \$3.29; 80 for \$6.47; 100 for \$7.99.



They Change Color

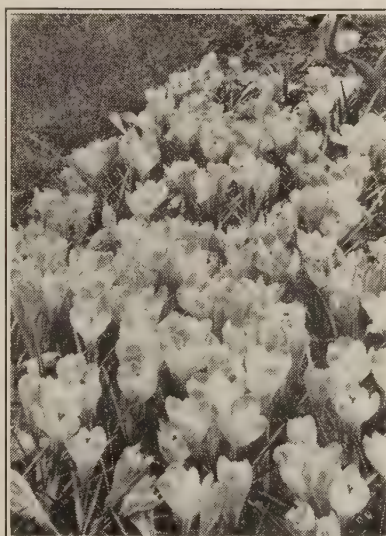
Full of Surprises

15 Chameleon Tulips \$1.69

Colorings like Cottage Tulips, shaped like Darwins—and the color changes. First they are white or yellow with faint red or pink markings at the edges, then the red or pink suffuses, so that colors change from day to day. Dutch imported. 15 for \$1.69; 30 for \$3.33; 50 for \$5.47; 100 for \$10.89.

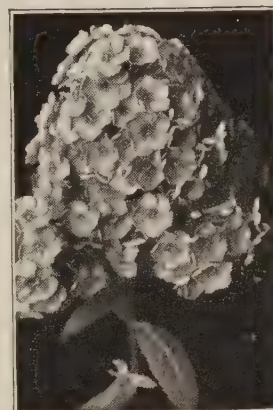
SPECIAL

25 Triumph Tulips	\$1.69	Special Price
25 Parrot Tulips	2.01	
Value	\$3.70	\$3.59



50 Crocuses \$1.69

A new bargain special that will cover large areas of lawn at low cost. Or plant under shrubbery. A mixture: white, yellow, etc. 50 for \$1.69; 100 for \$3.33; 200 for \$6.57. 7-8 cm. bulbs.



5 Phlox 99¢

Buy 'em this way and save money. 5 for 99¢—each a different color, such as red, pink, white, purple, white and red, etc. All strong, sturdy, field-grown plants. Weeks of beautiful bloom. Hardy. 5 for 99¢; 10 for \$1.89; 20 for \$3.77; 40 for \$7.49.

R. M. Kellogg Co., Three Rivers, Mich.



2 Amaryllis \$1.69

Easily grown, showy plants with beautiful immense Lily-like flowers and perfect form. Colors range from the richest self-colors, such as scarlet, crimson and bright red, to rose, red and crimson markings on pure white grounds. Several flowers on each spike. Plant bulbs as soon as received, one to a pot. 2 for \$1.69; 4 for \$3.33. Bulbs 9 in. around (3 in. across).



20 Early Tulips \$1.69

They Bloom With Your Hyacinths

Order these early "Hyacinth-time" Tulips. A glorious display: Yellow, red, white, pink, and orange. Mixed. No color choice. 10-11 cm. bulbs, 20 for \$1.69; 40 for \$3.33; 60 for \$4.97.

**15 Early Tulips
15 Hyacinths
\$3.09**

Plant 'em both. Enjoy 'em both. save money on the deal. 15 of each \$3.09 as above. 30 of each, \$5.99.

INSECTS AND DISEASES: Insects and diseases bother Poppies hardly at all. They enter a dormant period immediately after blooming, and the foliage turns brown and dies. This dead-foliage-period comes then when diseases and insects are usually at their worst, but what have they to work on with Poppies? Answer: Nothing!

CUTTING POPPIES: Usually Poppies are not considered good as cut flowers, but if you will singe the ends of the stems well in a gas flame after picking, thoroughly, they will keep several days in water, and will be beautiful.

THE SECOND YEAR AND AFTER: It is best to leave Poppies undisturbed once they are planted. So handled, they will bloom beautifully for several years, with very little care.

A few seeds might drop, and new plants appear among your old. These are not likely to be good varieties, and should be pulled the same as weeds. It might be exciting to transplant them in August, hoping to get something new that is good, but your chances would not be better than one out of a thousand plants.

German Iris

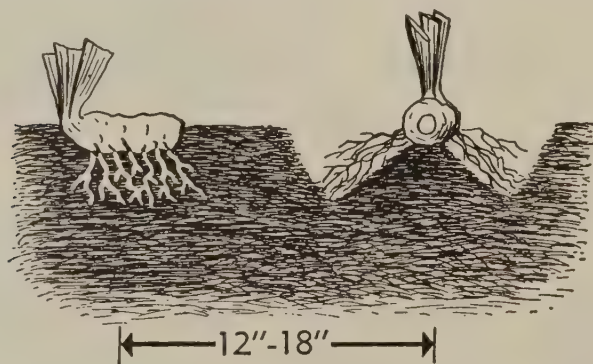
These are so well known that we need tell you very little about them. They are so easy to grow that cultural instructions are almost unnecessary. We have heard it said that you can simply drop an Iris root on the ground anywhere, and it will grow and produce good flowers. That is almost true. But, they do have beauty, and many outstanding varieties are being brought forth.

SOILS FOR GERMAN IRIS: This is one flower for which we do not advise a too rich soil. In fact, if you have a rather poor piece of ground and do not know what to do with it, plant German Iris.

They do require good drainage like nearly all flowers. Soil preparation is, of course, advisable, and if you do feel that you must fertilize, something not too rich or not too rapid-acting is the fertilizer to use. Bone meal is a good slow-acting fertilizer. You might use animal fertilizer, if free from grubs, but usually it is best not too fertilize after planting time. Plant Iris in a sunny or part sunny location. That makes things rather easy, doesn't it?

Whatever fertilizer you do use, mix it with the soil at the time you prepare the beds. Iris do not like a sweet soil, so avoid lime, unless you know that your soil is very much too sour.

THE BEST TIME TO PLANT Iris is as soon as you get them from the nursery. They can stand early planting.



How To Plant Iris

The picture above, left, shows an Iris properly planted, with rhizome horizontal and protruding a little above the soil surface. The right hand picture shows best way of arranging the roots before covering with soil. It is especially important to use this method if soil is heavy.

Iris spread rapidly, so do not plant them too closely together. 12 inches is close enough. 18 inches is better.

Now you have done just about everything that needs be done to grow Iris excepting to divide them frequently. They multiply rapidly, and in three years are almost sure to be overcrowded. They divide so easily that you will have no difficulty, but you are welcome to use your free consultation service if you do need advice.

FALL-BLOOMING GERMAN IRIS are grown just the same as the spring-blooming, but with the fall-bloomers you can use some fertilizer. Do not use heavily. Use commercial type on top of the soil about as outlined for Peonies.

After German or Bearded Iris are through blooming, cut them back about half way. This will discourage leaf rot.

Miniature Iris

We are very fond of these varieties. For one thing, their stems are straight, and secondly they remind us of a chubby youngster with all the appeal that such a youngster has.

They are just as easy to grow as the larger Iris, but of course can be planted closer together. They are, too, very useful in rockeries, and nothing makes a better low border. They come in both spring-blooming and fall-blooming sorts.

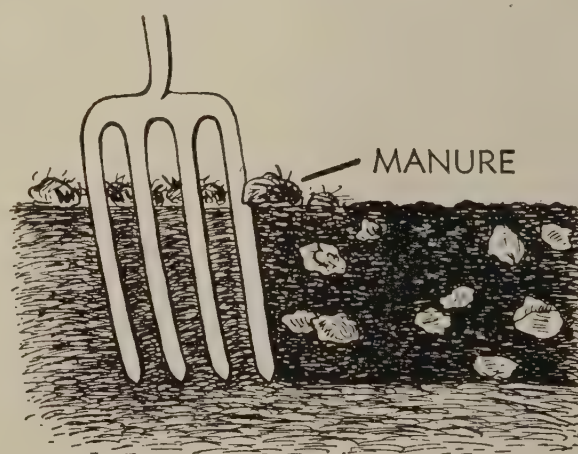
We might add, that we have tried these Miniature Iris in corsages, and they make up beautifully. In fact, they look remarkably like an Orchid when used in this manner.

Japanese or Rainbow Iris

Now we come to one of the most beautiful of flowers. We believe that the Japanese Iris are the best combination of mammoth size and delicacy that we know. Often the blooms get as large as dinner plates, and yet how gossamer-like they are! You will love them in your garden, and you can grow them.

It is simply a matter of understanding that Japanese Iris like plenty of fertility, plenty of water, a soil that is slightly acid, and sun. They are not difficult to grow at all if you remember those four things.

TO PREPARE THE SOIL for Japanese Iris, first cover the soil with well rotted manure, and then spade it to a depth of about 10 inches. Spade it in well, as shown in picture below.



And now you can "go to town" with cattle manure, if you know where you can get it. Simply see that the manure is well-rotted, then spade in plenty of it. Remember, that we said these flowers like plenty of fertility.

(Continued on page 34)

Rainbow Iris

Hardy — Strong — Healthy

Betty F.
Holmes

All Rainbow Iris plants are hardy, field-grown stock, guaranteed to be healthy and vigorous. Hardy.

BETTY F. HOLMES. This Iris has a lacy, floating charm, and an exquisite, feather-soft frailty. It is huge in size, and a beautiful porcelain-white in color, with a delicate blue tinge and intricate lacing of greenish veins. 1 for 65c; 2 for \$1.15; 3 for \$1.65; 6 for \$3.15.

CITY OF DREAMS. Deeply lovely like the inky purple of a midsummer night. As velvety to the touch as a caressing, warm breeze. Color: dark purple—with brilliant yellow that almost sparkles. Unbelievable size, yet rare delicacy. 1 for 65c; 2 for \$1.15; 3 for \$1.65; 6 for \$3.15.

HIAWATHA. Almost a twin to City of Dreams, but more reddish in color, especially when seen against the sun. Some even call it red. 1 for 65c; 2 for \$1.15; 3 for \$1.65; 6 for \$3.15.

JEANETTE PERRY. Beautiful large white, delicately veined with soft blue. Dashed also with yellow. 1 for 65c; 2 for \$1.15; 3 for \$1.65; 6 for \$3.15.

MARGARET S. HENDRICKSON. Medium tone blue. Rich, deep color and perfect shape. White center with bluish cast. Double falls. Large. 1 for 65c; 2 for \$1.15; 3 for \$1.65; 6 for \$3.15.

PATROCLE. A combination of three lovely colors: first, pretty amethyst-violet, then a bluish blush near the center, and last, contrasting yellow markings within the throat. Very large. 1 for 50c; 2 for 90c; 3 for \$1.30; 6 for \$2.50.

REINE HELENE. This queen among Rainbow Iris has huge size contrasted with utter transparent loveliness. Color: bluish purple, so delicate and crossed by such a network of fine white veins as to be almost unbelievably beautiful. 1 for 50c; 2 for 90c; 3 for \$1.30; 6 for \$2.50.

ROSE ANNA. Fairy-like blue with just a faint orchid tinge. Golden yellow at the center. Huge flower. 1 for 65c; 2 for \$1.15; 3 for \$1.65; 6 for \$3.15.

R. M. Kellogg Co.,
Three Rivers, Mich.

Special

One each of the 8 Rainbow Iris listed at right, including the rare Hiawatha, a \$4.90 value, but yours
FOR
ONLY \$3.69

Bargain!

A mixture of three colors — unlabeled varieties of Rainbow Iris. Blue, purple and white. Sorry, no color choice.

6 for \$1.89

City of Dreams —



Fall Blooming Iris

Yes, there are Iris that bloom in the fall. Some of them produce as many blossoms in the fall as the older varieties produce in the early summer. They are a worth-while addition to your garden.

Bargain! 3 Black Magic 3 Ultra \$2.19

BLACK MAGIC. (Above.) A deep, mysterious, lustrous beauty, lovely night-shade purple falls, slightly lighter at tips. Produces many flowers in September—more than some do in June. Prices at right.

ULTRA. (Not shown.) Combination of dark and light blue. As good as Black Magic, but lighter in color. Prices below.

1 for \$0.50	4 for \$1.55
2 for .85	6 for 2.25
3 for 1.20	12 for 4.35

== Spring Blooming Iris ==

Spring blooming favorites in a wealth of fine colors

PINK SATIN. Lovely, rich pink. Graceful shape. Satin-like texture.

CALIFORNIA GOLD. Bright, glittering yellow. Many large flowers; perfect form.

MARQUITA. Lovely moonbeam-yellow rises shading delicately to canary-yellow at bases, with tiger-like falls; red-dish purple stripes on moonbeam-yellow

CLARA NOYES. Exquisite Talisman Rose coloring. Rosy yellow standards, red-veined falls. Tall.

CHEERIO. Gay ruby-red falls. Soft rose standards flushed with yellow. Orange beard.

GUDRUN. Beautiful snow-white blooms. Lovely!

HYPATICA. It's blue! Beautiful blue!

NENE. Huge! The combination of delicate lilac standards and rich deep rose falls produces a soft reddish effect.

PRICES:
Spring Blooming Iris
—Strong, Vigorous,
Healthy Plants

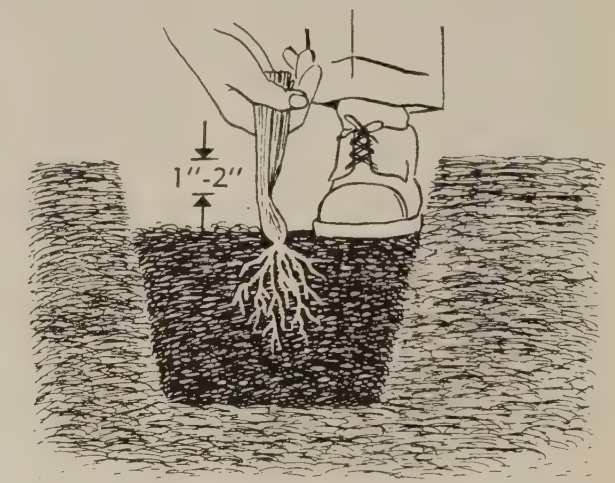
1 for ..\$0.35
2 for .. .60
3 for .. .85
4 for .. 1.10
5 for .. 1.35
6 for .. 1.60
12 for .. 3.10



California Gold

Kellogg's Famous Flowers

And, if you think your soil is alkaline, also add considerable quantities of leaf mold or peat moss. These will acidify at the same time that they are adding humus. Work the fertilizer or humus well into the soil, spading it over several times, and you are ready to plant.



To set Japanese Iris, prepare a hole for each considerably wider than the roots, and considerably deeper than their length. Then hold the plant in the hole, with the crown of the plant about one or two inches under the ground level, and fill up with soil. Be sure to press the soil down, to avoid air pockets. This is important in planting any flower.

EXTRA FERTILIZER can now be added, if you wish, on top of the ground, around the plants, but not too close to them. A good commercial fertilizer should be used. Or, you can wait until spring, as commercial fertilizer is usually quick-acting, and may lose its effect if used in the fall.

BEST PLANTING TIME for Japanese Iris is usually early in the fall. Plant as soon as received from the nursery.

Do not use any sweetening material, such as lime, on your soil for Japanese Iris.

FOR WINTER PROTECTION, you can mulch with manure. It will add fertility, which certainly will not be refused by your Japanese Iris, and in fact they will bloom all the better for it. Peat moss is another good fall mulch, as it does tend to acidify and often makes the soil fertility more digestible to the plant, though in itself it is not a fertilizer.

PLANTING DISTANCE for Japanese Iris is about 1½ to 2 feet.

CULTIVATION AND WATERING: With Japanese Iris, you can water, water, water. You can also cultivate. Keep the soil stirred well after each watering or rainfall, to a depth of about 2 inches, waiting only long enough so that the soil will not be gummy and stick to your hoe or other garden tool. Keep weeds down.

At the end of the blooming season, watering is not so important, but there is no reason why it should not be continued. After all, you must develop your roots for the next season's

And How To Grow Them

blooms. They can be mulched each fall after the first freeze, with good rich, well-rotted manure, but this is more of a fertilizing process than winter protection, as the Iris are quite hardy and will usually come through. **THEY SHOULD BE DIVIDED** every three or four years, depending on how crowded they become.

Perennials

Perennials are plants which remain in the garden year after year; whereas annuals grow from seeds, and are killed by the first frost. There is nothing difficult about growing perennials. Just give them good soil, and a reasonable amount of care. Nearly all of them require a fertile soil, and nearly all require some sun.

For success with perennials in general, observe the following:

First, prepare the soil well. Work it deeply, and eliminate lumps as completely as possible. Do this to a depth of 10 to 15 inches, and if this brings you down to the non-fertile subsoil, you can greatly increase your chances for outstanding success as follows:

First remove the top soil completely, then spade up the subsoil, and work in well-rotted stable manure, or other well-rotted animal fertilizer. Do not use chicken manure, however. You are now ready to replace your top soil.

It is usually best not to mix manure directly into the top soil, but you will usually benefit it by mixing in peat moss. Peat moss helps retain moisture, prevents baking, and serves as a digestive, helping the plant absorb the fertility already in the soil.

Carnations and Dianthus in general do not like peat moss, or acid soil; therefore, if you are preparing the soil for them, omit the peat moss.

Do not place manure next to the roots. Take your time in planting, and make the opening in the soil large enough and deep enough so that the roots can go straight down, and have room to spread. Do not crowd the roots. Now press the soil firmly against the roots, using your feet around the plants. This eliminates air pockets, which would cause the roots to dry out, and the plants to die.

After the plants are set, water them thoroughly. And we mean thoroughly. An hour or more once every three or four days is far better than a little sprinkle every day.

WINTER PROTECTION: After you finish planting your perennials in the fall, give them a light mulch. Straw or coarse stable manure is best. Do not use leaves unless you provide some method for keeping them from packing down; otherwise they will smother the plants.

Mulch after the first freeze. Mulching keeps the ground from alternately freezing and thawing, which process is really the cause of winter injury. Plants can stand rather severe cold, if the ground does not heave.

(Continued on page 36)



Fall Blooming Miniature Iris Chubby Darlings

This group will bloom from early spring until fall. Note: One spring-bloomer, Pigwidden, white, included to give full color range. The others bloom both spring and fall.

LIEUT. CHAVAGNAC. A lovely miniature. Blooms spring and fall, rich violet color.

PIGWIGGEN. Spring-blooming. So cunningly piggy-like that we named it Pigwidden. Very clean, pure white coloring.

SOUTHLAND. Bright yellow, blooms abundantly in the fall. Taller than the others.

TAMPA. Rich wine-red; many flowers in early spring, also in fall.

PRICES

1 for \$0.40	4 for \$1.15
2 for .65	8 for 2.15
3 for .90	12 for 3.15

Money Saver

Two each of the varieties at the left—eight in all.

**8 Autumn
Miniature Iris**

for only

\$1.99



Early Spring Miniatures

We send you 1 rhizome each of the following varieties: (1) Glee, soft yellow; (2) Fauntleroy, white, purple and yellow; (3) Black Bird, dark violet; (4) Rose Mist, soft, mauve-pink; (5) Snowcap, white.

PRICES: High-Grade Rhizomes, 5 for 97c; 10 for \$1.88; 20 for \$3.69.

**R. M. Kellogg Co.
Three Rivers, Mich.**



Double Russian Violets

Double Russian Violets

Fragrant! Fragrant!

Plant these in the fall so they will bloom next spring. Flowers large, double, sweet-scented; bloom early, long stems. Often will bloom in cool fall weather. Grows 6 to 8 inches; fine for shade.

PRICES:

1 for \$0.60	4 for \$1.95
2 for 1.05	6 for 2.85
3 for 1.50	12 for 5.55

Violet, White Wonder
Large, white, pretty, and popular.

PRICES:

1 for \$0.50	4 for \$1.55
2 for .85	6 for 2.25
3 for 1.20	12 for 4.35

Astible Queen Alexandra

One of those flowers that arouses much flattering comment; a beautiful June- and July blooming flower with beautiful, delicately colored panicles as shown. Grow 24 to 30 inches high. Plant 15 to 18 inches apart in moist, rich soil. Water. Sun or semi-shade.

PRICES:

1 for \$0.57	4 for \$1.83
2 for .99	6 for 2.67
3 for 1.51	12 for \$5.19



Gaillardia Goblin...

Bursting with brilliance. Unique, low-growing (12 to 15 in.) Beautifully shaped and covered with large, 2 to 2½ inch blanket flowers, rich in glowing shades of red and golden yellow. July, September. Plant 12 inches apart; well drained soil; sun; ordinary moisture.

PRICES:

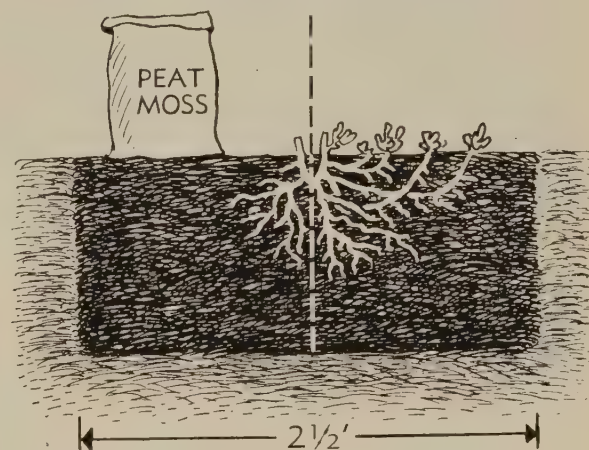
1 for	\$0.40
2 for65
3 for90
4 for	1.15
6 for	1.65



Kellogg's Famous Flowers

The foregoing instructions will be all you need now for setting perennials. If you send us an order for plants this fall, you will receive our spring book, "Kellogg's Famous Flowers and How to Plant Them," which will give you instructions from then on.

Azaleamums and Other Mums



Azaleamums require a rich, well-drained soil, and we urge you to prepare the soil well. Also be sure to prepare a large enough area, as the plants must have room to spread underground, and make the large, bushy plants that you expect of Azaleamums. We really recommend an area of at least 2½ feet across for each Azaleamum plant. Prepare it to a depth of 10 to 15 inches, as just indicated for perennials in general. Observe the drawing above carefully, and you cannot fail. We supply field-grown Azaleamum plants in the fall. In planting them, spread the roots well. New growth comes from stolons (runners), and the new growth starts more easily if the roots are spread. Set the plants at least two feet apart.

Do not go into the subsoil in preparing for the plants, unless you take it up separately and mix in stable manure as indicated for perennials in general. Then replace it before replacing the top soil.

After the plants are set, firm the soil well with pressure of the feet around the plants, to eliminate air pockets. This is important. Note: We supply Azaleamum plants with tops removed in the fall. The tops are not necessary, and you will really have better success in planting, without them.

PROPER SOIL: Azaleamums like any good, slightly acid garden soil. They do like drainage, and generous quantities of humus. If drainage is lacking, it can be supplied in the same manner as for Tulips, by first digging up the soil, then adding a layer of coarse sand, then replacing the soil on top of the sand. If you add peat moss, you also help supply drainage, as it makes the soil more porous.

If you do provide drainage as above outlined, it would be a good thing to put a layer of well-rotted stable manure in the bottom of

And How To Grow Them

the hole before adding the layer of sand, as outlined for Tulips. In that case, you will have to dig the hole deeper, to allow for the extra layer of manure and sand. Always see that you separate the manure from the plants by a layer of sand. Observe that we have said before, do not allow manure to come in contact with the roots.

WHERE TO PLANT: All Mums, including Azaleamums, like sun, and should have it at least six hours per day. Do not plant them in full shade or close to trees. Not only will the trees shade the plants, but they will rob them of fertility and moisture. You can expect no success if you plant under trees.

After your Azaleamums or Mum plants are set, water them well; then, after the first freeze, mulch them as for perennials. Further details regarding their later care will be given in our spring edition of "Kellogg's Famous Flowers and How to Grow Them," sent free to all who order of us this fall.

Hardy Asters

Observe the instructions for planting perennials in general. Give Asters full sun or part shade. They do not like too much fertility, therefore it is best to give them just a good, average garden soil. Plant them 2 feet apart. They require very little care after planting, and insects and diseases seldom bother them.

Lilies

Give Lilies a deep, well-drained soil, and dig the soil deep. Further, if possible, replace the sub-soil with rich top soil to which peat moss or sand has been added. This will create a spongy-porous texture and provide drainage. Lilies like shaded roots; therefore, plant them in beds among other perennials.

Plant Lilies deeply, as nearly all kinds send out roots above the bulb as well as below. Seven or eight inches is the correct depth for most varieties but it is always safe to plant to a depth equal to $3\frac{1}{2}$ times the diameter of the bulb. When planting, surround the bulbs with a layer of sand to assure perfect drainage, if you can.

A good insurance against disease is to roll the bulbs in sulphur before planting. Most Lilies are entirely hardy, but it is cheap insurance to mulch well after the ground is frozen in the fall. Well-rotted stable manure is best as it serves the double purpose of protecting the bulbs and fertilizing the soil for the following season. Use straw and remove in spring if manure is not available.

Day Lilies

Beyond well-drained soil, Day Lilies require little attention and will thrive in almost any garden. When planting, dig soil deeply (18 inches) and add well-rotted cow manure. Dig holes deep enough to prevent crowding of roots, and set plants with crown just level with the soil surface. Day Lilies will grow in full sun if soil is rich and moist. Otherwise they do better with part shade.

(Continued on page 38)



Kellogg's Surprise Rock Garden

A panorama of low lying color to spread among the stones of your rockery. Ten plants, our choice. They'll surprise you with their charm. At least five different varieties. **Field-grown plants: 10 for \$1.95; 20 for \$3.75.**

All plants in the Surprise Rock Garden will be labeled with their names.

35 Rock Garden Bulbs 99c

Nothing will make a rock garden more charming and beautiful than flowers like Crocuses, Chionodoxa, Scilla, Snowdrops, Grape Hyacinths, Dutch Iris and others. Now we offer you a bargain made up of them. These Bargain Bulb Rock Gardens will be composed of our surplus varieties, but we guarantee at least five sorts, all suitable for rock gardens. See page 16 for color pictures of some of the best. **PRICES: 35 high-quality bulbs only 99c; 75 for \$1.97.**

Hardy Asters

These beautiful varieties are so thrillingly colored that you will exclaim with delight when you see them.

HARRINGTON PINK. A delicate deep rose-pink, 2 to 3 feet tall.

BEECHWOOD CHALLENGER. A lovely mountain of crimson blooms. All have an abundance of blossoms; plant becomes completely covered.

MOUNT EVEREST. It forms a veritable mountain of white flowers.

Choose the varieties you want. **PRICES: 1 for 55c; 2 for 95c; 3 for \$1.35; 4 for \$1.75; 6 for \$2.55; 12 for \$5.05.**





Day Lilies

Why don't you plant a whole border of these beautiful flowers? They are very reasonably priced; and they make a wonderful display. New blossoms come every day, attractive foliage.

HYPERION. Citron-yellow. 40 inches tall. **ANNA BETSCHER.** Rich golden yellow. Blooms late July and August. 2½ to 3 ft.

OPHIR. Orange-yellow. Stems 3½ to 4 feet high. **D. D. WYMAN.** Golden yellow, tawny splashed petals. 2½ to 3 feet. July and Aug.

GYPSY. Gay splashes of red on yellow petals.

PRICES: 1 for 55c; 2 for 95c; 3 for \$1.35; 5 for \$2.15; 10 for \$4.15.

Something New

FRINGED TULIPS

Brilliant

Beautiful

9 for \$1.69



If you really want something that other gardens do not have, order these new Fringed Tulips. Yes, they do have lacy fringes, as shown, and we offer two varieties: **Fringed Lilac**, a delicate blending of lilac, with silvery fringes, and **Sothis**, deep red. Be the first to have these rarities. For only \$1.69, we send you nine bulbs, four of one and five of the other, our choice, or you may order either variety at prices below.

FRINGED LILAC

2 for \$0.65
3 for .90

6 for \$1.65
12 for 3.15

SOTHIS, RED

2 for \$0.55
3 for .75

6 for \$1.35
12 for 2.50

Kellogg's Famous Flowers

You may leave Day Lilies undisturbed for several years. When the branches in the crown become crowded and the central part somewhat elevated, break up the plant, to remove the accumulation of dead roots, and then replant. With reasonable care, you may transplant Day Lilies at any time—in early spring before growth starts, or in late summer after the plants cease flowering.

Phlox

We ship your Phlox to you with most of the top removed. Plant them 18 inches apart in good rich soil. Make opening in soil so roots will go straight down, and press firmly with your feet around the plant, to eliminate air pockets. Plant so crown will be slightly below ground. They require sun, and normal moisture. Mulch after ground is frozen with straw or coarse manure. Spray the plants with some good fungicide, such as bordeaux mixture, as soon as new growth starts in the spring. Repeat every 15 to 20 days, until you have given them three or four applications.

INDEX

of Flowering Plants and Bulbs

Amaryllis 30, 31, 39	Lilies . . . 17, 38, 39
Anemone 39	Lycoris 39
Asters 37	Mums 20, 21, 22, 23, 24, 25, 30, 31
Astilbe 36	Narcissi . . . 14, 15, 30, 31
Azaleamum . . 20-24	Paper-White Narcissi . . 30, 31
Chionodoxa . . 16	Peonies . . . 18, 19, 30, 31
Chrysanthemums 20, 21, 22, 23, 24, 25, 30, 31	Phlox . . . 28, 30, 31
Colchicum 39	Poppies . . . 26, 27
Crocus 16, 39	Rock Gardens . . 37
Day Lilies 38	Scilla 30, 31
Dutch Iris 16	Snowdrops . . . 16
Gaillardia 36	Tulips . . . 2, 3, 4, 5, 6, 7, 8, 30, 31, 38
Grape Hyacinths 16	Violets . . 30, 31, 36
Guaranty 11	Windflower . . . 39
Hyacinths 8, 13, 16	
Iris 16, 30, 31, 33, 34, 35	
Jap Iris 33	

Don't Forget . . .

**We Pay Shipping
Charges — See pages
10 & 11 for full details**

**R. M. Kellogg Co.
Three Rivers Mich.**



**Magic
Lily
\$1.35**

(*Lycoris Squamigera*). This is the flower of delightful surprises. Lily-like, but really a member of the Amaryllis family, Magic Lily blooms as if bewitched by Aladdin and his famous lamp.

First, in the spring, it sends up attractive green foliage, which disappears in midsummer; then, 3 or 4 weeks later, the flower stalks appear, in groups, entirely without foliage, and each stalk bearing 7 to 8 fragrant, Lily-shaped flowers. Flowers are delicate lilac-pink in color, beautifully shaded with blue. Perfectly hardy. Magic Lily may be left in the ground year after year without attention.

Beautiful! Isn't It?

Look at the picture of Magic Lily above. We wish that we could show the delicate shading of blue, but it seemed impossible. In any event, Magic Lily is the flower that will attract favorable attention to your garden. Beautiful in bouquets, too.

PRICES: \$1.35 each; 2 for \$2.55; 4 for \$4.95.



Anemone (Windflower)

These beautiful flowers can be used for indoor or outdoor culture in the North, and exclusively for outdoor farther South. North of Tennessee and North Carolina, they are better planted in pots, 3 to 4 bulbs to a 4 inch pot. Then, place pot in a cool room, and transplant next spring for borders or rock garden use. Farther South, they can be planted outdoors this fall. They bloom in May and June on strong, stiff stems, with beautiful flowers. Colors: blue, rose, scarlet, white, maroon, etc. They make nice cut flowers, too.

12 for 35c 25 for 60c 50 for \$1.00



Our
Bulbs
Will
Bloom
Up to
Late
October.
We
Ship
Out of
Cold
Storage.

Picture
1/3 Size

Giant Colchicums (Fall Blooming) Crocus

They need no soil - no water - no care - bloom indoors

Just place bulb on window ledge, and exquisitely beautiful flowers will appear in August or September, about 3 times size of picture. In the spring, plant outdoors, and luxuriant green foliage will appear. Dig bulbs after foliage dies, take indoors, and again enjoy their exquisite blooming. Four newest varieties, as follows: **All prolific.**

Special!

2 of Each
8 in All

\$4.89

Autumn Queen. Dark lilac, early.

Lilac Wonder. Extra large flowers, clear mauve coloring. Prolific.

The Giant. Blooms early. Soft violet coloring. Very large.

Violet Queen. An outstanding variety. Large, lilac-violet flowers.

**COLCHICUM
PRICES:**

65c each; 2 for \$1.25; 3 for \$1.85; 4 for \$2.45.

Here's a Bonus Value for You

Here's Our
Garden Girl,

folks, inviting you to some extra Bonus Plants. Good looking, isn't she? Yes, and the flowers you will get from these extra plants will be just as beautiful as the girl. Maybe more so.

Don't overlook this extra value. The plants offered are all Kellogg quality, the same stock exactly that you would get if you paid cash for them.

It Gives You ...

Extra!

Values

LET'S be honest about this, folks, it does cost us less proportionately to handle large orders than small orders. For example, parcel post rates on one pound to the third zone are 13c. On two pounds they are only 16c, or three cents more, and on three pounds only 19c, or only 6c more than for a single pound. Likewise, the cost of handling an order in our office is no more for a large order than for a small one, and only very little more for packing.

Why don't we share the saving with you?

No sooner said than done! Enlarge your order, and we'll let you have extra Bonus Plants without extra charge.

This is a good way to save money, folks. Don't overlook this offer. Don't forget to select your Bonus Plants. Take all the value you are entitled to. We are glad to have you do it.

Choose Your Own Bonus

THERE are no restrictions on the Bonus Plants you may choose. Anything in the book may be selected, and Bonus Plants and Bulbs are the same high quality you get for the cash part of your order. Choose as follows:

With a \$5.00 cash order, or larger—choose anything you wish from this catalog priced at \$1.00 to \$1.25.

With a \$6.50 cash order, or larger—choose anything you wish priced at \$1.15 to \$1.35.

With an \$8.00 cash order, or larger—choose anything you wish from this catalog priced at \$2.00 to \$2.25.

With a \$12.00 cash order—anything priced at \$3.00 to \$3.25.

With a \$16.00 cash order—anything priced at \$4.00 to \$4.25.

With a \$20.00 cash order—anything priced at \$5.00 to \$5.25.

With a \$24.00 cash order—anything priced at \$6.00 to \$6.25.

With a \$28.00 cash order—anything priced at \$7.00 to \$7.25.

And with a \$32.00 order, or larger—you may add bonus plants to your order to the value of 25% of the cash you send.

NOTE: Bonus values must be taken in plants or bulbs—not deductible as a discount.

We Pay Shipping Charges

on all orders amounting to \$4.00 or more, as far east as the eastern borders of New York and to Atlantic Coast south of there, and as far west as the western borders of Minnesota, Iowa, Missouri, Arkansas. For smaller orders within this territory, add 25c to pay postage and packing.

For distant territory, east of New York State and for other territory not included above, add 40c for postage and packing to orders under \$4.00, and 4% of the cash value of the order for extra postage and packing on orders over \$4.00.

R. M. Kellogg Company, Three Rivers, Mich.